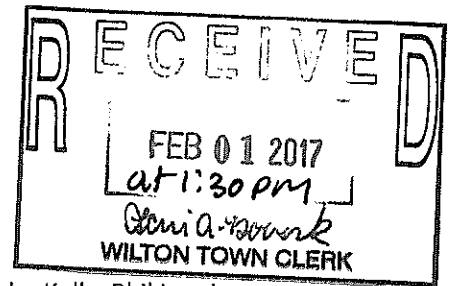


Wilton Economic Development Commission

Wednesday 1/25/2017; 7:15PM



Attendees: Dan Berg, Gil Bray (arrived at 8:00), John Clasby, Peter Hubbard, John Kelly, Phil Lauria, Vivian Lee-Shiue, Tracy Serpa, Jennie Wong, Brad Unger, Lori Bufano (Non EDC / BOS)

Absent with Notice: Jim Jarvie, John Wilson

Special invited guest: Sara Curtis (on behalf of the Marketing Working Group)

1. The meeting was called to order at 7:18 PM by Vivian Lee-Shiue.
2. Approval of Minutes from 1/11/16 meeting:
  - Motion was made by T. Serpa to approve the minutes with two amendments. B. Unger seconded, and the minutes were passed
  - Minutes were passed: 6 approve / 1 abstain / 5 absent at time of vote
    - Abstain: D. Berg
    - Absent at time of Vote: J. Clasby, J. Kelly, G. Bray, J. Wilson, J. Jarvie
    - Vote to approve: P. Hubbard, P. Lauria, V. Lee-Shiue, T. Serpa, J. Wong, B. Unger
3. Old Business
  - Project Updates
    - Proposal for business hour extension - the EDC will be going in front of the BOS either 2/6 or 2/21\* to present proposal. It appears that this will require a vote by BOS, followed by public hearing (if approved by BOS) and then town vote, coinciding with the May town meeting.
      - \* Note - after the meeting, it was confirmed that the EDC will present on 2/21
        - We have received statements from Portofino, Marly's, Bianco and Craft in support of the change
        - V. Lee-Shiue is trying to get in touch with Andy Pforzheimer
  - Marketing Project -
    - J. Wong provided an update on the "next steps" as outlined in the prior meeting's presentation. Target completion of first video is 3/2017 for draft, with 4/2017 launch.
    - S. Curtis was invited to provide some examples of marketing tools that could be pulled together quickly, prior to the first round of the videos being complete. She presented "Flipbook" as an example of a marketing tool that her prior company had used.
    - The EDC asked the marketing team to assess all the options like Flipbook, research what level of service would be required, and come back to the next meeting with a proposal.
    - CGI – J. Wong contacted CGI and told them that we are on hold with them until further notice.
  - Bridge project – currently on hold.
  - Rapid Response Team – V. Lee-Shiue] has asked John Savarese to set up email addresses before going out with press release.

- Signage Working Group - Vivian has issued the call out and has gotten the following volunteers – Beth Skott, Susan Schmitt, Tom Sato, Megan Abrahamsen, John Wilson (EDC), Greg Pinchbeck. Meetings TBD.
  - Community outreach – no new update
  - Strategic Plan – Phil will set up meeting with B. Unger, J. Wong and V. Lee-Shiue.
  - Wireless update – V. Lee-Shiue spoke with L. Vanderslice to notify her that this project was raised at the last meeting. She notified us that there is an entity (service provided, non-town related) that is already working with the CT Siting Council to examine service expansion along Rte. 7 in town.
    - P. Hubbard suggested that given the above, he will limit the project to research on “worst coverage areas” in town.
  - Digital Strategy – given the resource constraints and the minimal budget available, the team is proposing using a low-cost website tool that will integrate and point to the various town websites (i.e. a “landing page”). This will serve as a wrapper without having to re-design content on the underlying pages and will require little to no resource input from the IT department at Town Hall. B. Unger will come to the meeting in 2 weeks with a proposal and a prototype. D. Berg has offered to help with the assessment.
  - Merwin / Schencks committee update - D. Berg in process of setting up first meeting. No updates yet.
  - Cable Connectivity – V. Lee-Shiue, P. Hubbard and B. Unger need to get together to draft the talking points for publishing on our website and to provide to L. Vanderslice as reference material. Also, the report on areas where Frontier does not service in town is still pending.
4. New Business
- Ferris Wheel idea – P. Hubbard brought up the idea of having a Ferris Wheel installed somewhere in the center to visually attract traffic to the center of town. The commission expressed some concern over the cost and liability associated with this idea, and proposed instead that the concept of drawing traffic to town be bundled in a larger “center” event that will be determined as part of the marketing and outreach initiatives.
5. Other topics
- B. Unger gave an overview of the FOIA training that he and J. Wong attended (at the BOF meeting). He confirmed that every meeting, including working groups, must be noticed with 24 hours’ notice. An agenda must be published and all meetings must be minuted.
  - G. Bray provided a summary of the Energy Commission meeting whereby an RFQ is being issued for solar panels to be installed at Miller-Driscoll and Middlebrook.
    - Next step after installation will possibly be the creation of a micro-grid for the schools and Comstock.
6. Adjournment – B. Unger made the motion to adjourn the meeting, J. Kelly seconded the motion and the vote was unanimously carried 10-0. The meeting was adjourned at 9:45PM.