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Wilton Economic Development Commission

Wednesday 7/12/17, 7:15PM

Comstock Room 31

Attendees: Dan Berg, Gil Bray, John Kelly, Phil Lauria, Vivian Lee-Shiue, Tracy Serpa, Brad Unger, John Wilson, Jennie Wong

Other: Lynne Vanderslice, Lori Bufano, Sarah Gioffre

- 1) Call to order – meeting called to order at 7:17PM
- 2) Approval of minutes from 6/28 meeting – a motion was made by Dan Berg to approve the minutes from the 6/28 EDC meeting. The motion was seconded by Tracy Serpa and the motion carried 6:0 with 3 members (Unger, Wilson and Kelly) abstaining due to absence at last meeting.
- 3) Administrative reminders – Vivian Lee-Shiue provided the commission with the following reminders:
 - Hiatus in August. Next meeting is September 13.
 - Requested notice of absence from meetings as far in advance as possible.
 - Meetings remainder of fiscal year:
 - July – July 12
 - August – commission on hiatus
 - September – September 13 – this session will be dedicated to the strat plan working session
 - October – October 11
 - November – November 8
 - December – December 13
- 4) Special Guest – Lynne Vanderslice – Lynne updated the commission on the following topics:
 - Update on Planning and Zoning Activity
 - Update on FY2018 Budget and State Impact
 - Update on Town Projects
 - Town Initiatives to Improve Customer Service
 - Town Provided EDC Support
 - EDC Strategies
- 5) Old Business
 - a) Project updates and next steps
 - Summer Concert Series with P&R – Vivian Lee-Shiue and Tracy Serpa provided a brief update on the upcoming concert series, the first of which will be at Schenck's Island the following Sunday (16th). Some notable items:

- College Creamery will be at Schenck's on the 16th and 23rd.
- Working with some local restaurants to provide "dinner specials" in town for the two concerts at Schenck's Island.
- For the two Merwin Meadows events, Tracy Serpa is working on getting food trucks.
- All updates will be posted to social media so that the public is aware of any food options.
- Marketing Working Group Update
 - Video – video is largely done – rough cut will be completed end of July/early August and final will be done by early/mid-August. The commission unanimously agreed that it didn't make sense to do a soft launch in August, and opted to wait for a single launch in September after Labor Day. There will be a special working group meeting called in August to review the "rough cut" to allow for any feedback to the video editing company.
 - Brochure – the marketing group decided not to go forward with the release of the brochure during week of July 4th due to final edits and layout being done. Brochure is currently in final edit, after which time, one more pass will be done to review for grammar and spelling. Once complete, the brochure will be launched immediately.
- Digital Strategy – Brad Unger updated the commission on the decision of the working group to scale back the contract to just 6 months due to the upcoming overhaul of the town's websites. Brad and/or the working group will need to present the contract for approval at the BOS meeting in August.
 - A request was made for volunteers for the digital content working group – Jennie Wong, Tracy Serpa and Brad Unger all volunteered. All meetings will be opened to the entire commission for anyone who wants to attend on an ad-hoc basis.

6) New Business – none

7) Open Discussion and/or continuation of any topics above - none

8) Adjourn – with no further business, a motion was made by John Wilson to adjourn the meeting. Gil Bray seconded the motion, and the motion was unanimously carried. Meeting was adjourned at 9:35PM.