

Wilton Economic Development Commission
Marketing Meeting Subgroup
MINUTES
Thursday, June 1, 2017
Wilton Town Hall – Conference Room B
9:45 AM

Attendees: John Kelly (via phone), Jennie Wong (via phone), Vivian Lee-Shiue (in conference room B)

1. Discussion of our evaluation of the 3 commercial video vendors.
 - Review of the existing proposals, along with the scoring matrices (will be sent to the commission separately as part of the 6/14/2017 EDC meeting materials)
 - Discussed need for additional clarification, specifically:
 - i. Echo Brand Group – compression of timeline, and further examples of more dynamic examples of videos.
 - ii. Eventful – confirm that the proposal included the full scope of the equipment, shooting and 3 rounds of edits.
 - iii. Smartfish – this vendor was eliminated due to the lack of knowledge of the Wilton market
2. Selection of the vendor –
 - Vivian, John and Jennie agreed to go back to Echo Brand Group and ask for compression of timeline, and Eventful and ask to clarify scope of expenses. If cost for Eventful remains the same, and if Echo Brands Group is unable to compress timeline, we will reconvene meeting.

Addendum post meeting: Clarification from both groups via email on 6/1 confirmed the following:

- Echo Brand Group – can compress timeline pending scheduling of interviews
- Eventful – confirmed that the cost did not include full scope and additional edits. They provided a new quote that included all items in scope, cost of which (at the maximum level) exceeded that of Echo Brand Group. Adjusting for scope, it was estimated that the end cost would be approximately the same as Echo Brand Group.
- The group confirmed the selection of Echo Brand Group given the above. Primary reason for selecting EBG was the experience they have in the Wilton market, and the full-service nature of the group.

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