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Vivian Lee-Shiue, *Chair*  
Brad Unger, *Vice-Chair*  
Tracy Serpa, *Secretary*  
Jennie Wong, *Treasurer*  
John Wilson  
Gilmore Bray  
John Kelly  
Tracy Serpa  
Philip Lauria  
Daniel Berg

## ECONOMIC DEVELOPMENT COMMISSION

### WILTON EDC MEETING MINUTES

June 28, 2017

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In attendance: Mr. Berg, Ms. Lee-Shiue, Ms. Serpa, Ms. Wong, Mr. Lauria (arrived at 7:35 pm), Mr. Bray (arrived at 8:10 pm)

Guest: Ms. Lori Bufano

- 1) Ms. Lee-Shiue called the meeting to order at 7:31 pm.
- 2) Ms. Lee-Shiue announced the resignation of Mr. Peter Hubbard from the Commission due to conflicting commitments. With the latest resignation, the Commission is now made up of nine active members. There is no plan to replace the vacated seats.
- 3) Ms. Lee-Shiue provided an update on the summer concert series. Ms. Serpa reported on getting food trucks (i.e. College Creamery, Wilton Deli, other non-local trucks) beginning the second week of the series. She informed that Marly's would do boxed meals and specials during the first concert. Mr. Berg discussed the set up of the concert stage and audience area at Schenk's Island.
- 4) The arrival of Mr. Lauria completed the quorum. Mr. Berg made a motion to approve the meeting minutes for May 24 regular meeting. Ms. Wong seconded, and Ms. Lee-Shiue approved. (Ms. Serpa and Mr. Lauria abstained as they were not present at the meeting).
- 5) Mr. Berg provided updates on the Schenk's Island/Merwin Meadows Commission progress to develop a detailed RVP that contains the whole entire vision for Schenk's Island, Merwin Meadows and connectivity. While the RVP would be all encompassing, the RFP is categorized by amenity and is broken down by phases to allow project to progress incrementally. The plan is for the Commission to finalize the RFP and prioritization by the next meeting.
- 6) Ms. Lee-Shiue reported on the selection process for the commercial videographer and explained the rationale behind sub-committee's decision to pick Echo Brand Group. She provided updates on the commercial video project: 1) Completed all interviews, 2) Selected video tagline, 3) Collected inputs for soundtrack, 4) Reviewed storyboard, 5) The majority of B roll footage is collected including drone

shoots contributed by volunteer Drew Gumins. Ms. Lee-Shiue discussed the timing of the project completion and planned release month.

- 7) Ms. Lee-Shiue and Ms. Wong discussed the circumstances leading to the lack of professional voice over volunteer for the commercial video project. Ms. Wong has approached a potential Wilton resident who is a professional DJ/voice-over for the project. Ms. Wong made a motion to allocate \$1000 of FY 2017-2018 budget for the purpose of hiring a voice-over talent. Ms. Serpa seconded the motion, and the motion was unanimously approved.
- 8) Mr. Lauria reported not much had happened on the Strategic Planning document since April. He discussed his dialogue with local business owners in Town Center who were mostly frustrated with: a) lack of energy/traffic in town center, and b) perception of over-regulation by the Planning and Zoning, particularly on signage (including temporary signage/patio umbrellas). He raised the lack of advocacy by the Chamber of Commerce and the need to delineate roles. Discussion ensued as to lack of communication between different entities and how Ridgefield established a Downtown committee consisting members from the EDC and the Chamber. The Commission discussed recommending the formation of a Town Center Committee at the Board of Selectmen's meeting in late July/early August.
- 9) Ms. Lee-Shiue reported the development on the Digital Strategy initiatives. She read the statement written by Mr. Unger (see attached). As voted during the Digital Strategy Special Meeting on June 15, Golden Shovel has been the selected vendor. Due to the Town's plan to redesign the entire town's website over the following year there had been concerns that the EDC's website, which ultimately would roll under the Town's website, would keep changing. Despite the parallel development of Town's website, Mr. Unger convinced Ms. Vanderslice to commission Golden Shovel for six months to develop and manage contents and marketing collaterals while the Town is revamping the entire website over the next eight or so months. Therefore the original plan for an annual digital strategy subscription with Golden Shovel has changed to a six-month period and the project cost of \$6,600 would be funded from FY16-17 budget. Ms. Lee-Shiue informed the Commission of the Town's plan to hire a part-time EDC staff in the next fiscal year to update website contents.

On behalf of Mr. Unger, Ms. Lee-Shiue raised the need to form a digital strategy working group to formulate the plan to update the Wilton EDC's website contents. Ms. Wong volunteered to be a part of this working group as it overlapped with her initiatives in the video/brochure marketing initiatives.

- 10) Ms. Lee-Shiue discussed her email sent to the entire Commission and the Board of Selectmen summarizing the EDC's achievements for the past year. She mentioned criticism leveled at the EDC for targeting low-hanging fruits. Discussion ensued whether to respond, or not, to such feedbacks.
- 11) Ms. Lee-Shiue and Ms. Wong demoed the latest Marketing Brochure on the Flipbuilder's platform. Comments were raised to make further edits to the document, including changing wordings, removing the reference to Bridgewater, and the median household income. The commission has mixed reactions to not including private schools in the "Education" section. Ms. Lee-Shiue discussed the possibility of hyperlinking to an index of private schools. Also discussed embedding the Residential Video in the brochure. Ms. Lee-Shiue informed that the next steps would be to show this version to a group of local realtors who have expressed interest in seeing the brochure to solicit their inputs.
- 12) With no other business, the meeting adjourned at 9:01 pm.

Written statement from Mr. Unger for EDC Regular Meeting on June 28, 2017:

As I will miss the meeting due to vacation, please include this summary to the EDC on my behalf. Thanks.

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Good evening Commissioners,

As a follow-up to our previous meeting where we recommended Golden Shovel Agency to support our Digital Strategy, I plan to attend the July 10th BoS meeting to gain their approval for a 6 month engagement. The intent of the first 6 months is to be focused on:

- Marketing strategy and plan development
- Six pieces of PDF collateral (options for us to discuss between EDC and GSA include quarterly newsletter, spotlight on a business, audience or content-specific brochure(s), etc.)
- Website content as well as social media collateral

In the July EDC meeting, my hope is to bring a timeline of engagement (initial engagement will require significant participation on our end so that we can work expeditiously). We will not wait for the next EDC meeting in September but have multiple interim meetings with those who would like to attend.

Vivian -- Unclear if you need to vote to form a Digital Strategy group as I'm unclear if there are any quorum issues (or does this just fall under the Marketing Working Group -- I leave this to the EDC to discuss and decide this evening).

THANKS!

- Brad

