

Wilton Economic Development Commission
Wednesday 3/22/2017, 7:15PM
Comstock Room 31

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TOWN OF WILTON

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BY: *Dr. Bohan R*

Attendees: John Kelly, Phil Lauria, Gil Bray, John Wilson, V. Lee-Shiue Lee-Shiue, Dan Berg, Brad Unger, Jennie Wong, S. Curtis Curtis, Lori Bufano

Absent: Tracy Serpa, Peter Hubbard

1. Call to order – meeting called to order at 7:18PM
2. V. Lee-Shiue recounted her prior email on the subject of keeping tightly to individual time limits and agenda items and moving open discussions to the end where there is a slot in the agenda to do so.
3. V. Lee-Shiue commented about the requirements for updates from individual groups and reiterated that from the BOS perspective, an update is not required at every meeting, typically only if action is required by the commission.
4. G. Bray inquired as to how parties outside of the EDC – example someone from the Energy commission wanted to participate what is the how do they apply – per V. Lee-Shiue each working group has a lead for them to contact and are welcome to attend.
5. Announcement by V. Lee-Shiue that J. Clasby has resigned. V. Lee-Shiue asked BOS to hold off replacing the commission slot given the size of the commission at this time.
6. Approval of March 8 Minutes – V. Lee-Shiue moved to approve the minutes, J. Wilson seconded the motion, and the motion was approved 10:0 by attending members.

NOTE: We had a planned guests S. Curtis who attended on behalf of Wilton Go Green to discuss that organization and to explore ways that made sense for both EDC and WGG to collaborate in a mutually beneficial way.

An AV system was provided for this purpose:

- S. Curtis presented 3 slides covering an overview of Wilton Go Green, its mission and some of the key efforts and events they have been involved in for Wilton. They are reaching out to be as collaborative as possible with many organizations and groups in town where there can be synergies.
- WGG has an upcoming annual “Go Green” festival with five key initiatives. Ways for the EDC to participate range from best practices sharing, logistics for setup, volunteering time, leveraging communications. Would like to have the EDC consider representation at the festival by having a table as an example or just attending to experience the event and providing feedback.
- Participation will not require any budget expenditure for the EDC so it fits nicely within the budget.

Old Business

- Signage Update: V. Lee-Shiue stated that the first meeting of the signage working will be March 30th. Initial objective is to set some deliverables dates. Likely to include a study of neighboring towns will be one of the next steps. All are welcome to come to the meeting.
- Marketing Update: J. Wong presenting a new revision of the draft promotional video that has been worked on by WHS, this time including audio narration.

- Additionally, J. Kelly knows an advertising professional (resident) that has offered to volunteer some time to help finish the project at no cost. They will rely on the bulk of the work done by WHS, but will basically be adding a more professional set of enhancements to wrap up the project and get to final.
 - Suggestions from members that it may be necessary due to timeframes and budget to focus on one video as the priority to meet some of the real estate and business relocation needs for the completed asset.
 - J. Wong shared some of the feedback captured from the survey covering items such as length, message & quality of the draft.
 - J. Kelly shared some audio voice-over samples which come from another potential volunteer for consideration. P. Laura also has approached some professional voice over contacts that are willing to contribute as needed. Additionally, J. Wong knows of an online music resource available for the project.
 - P. Lauria made a motion to vote for the expenditure allocated within the budget (\$1,000) for securing the needed music rights. Seconded by J. Wong. 11-0 affirming.
 - Next step is to turn over all assets to the design firm for review revision to present to BOS.
- Brainstorming for Grand List Growth: Presented by B. Unger from slides. Did initial capture for ideas from Feb 22nd the purpose to collect broad ideas, look at key findings, report out and assemble any potential action items.
 - Two kinds of growth to consider: Assessment Growth & Organic Growth. An impact that needs to be considered is that tax revenues are being paid to Hartford, but those revenues are not coming back to Wilton, so this is a forcing function.
 - Four interdependent primary themes identified: Density, Infrastructure, Policy/Procedures, EDC Core under which 14 sub areas have been identified for further investigation.
 - Some ideas create the pressure that will require changes to how the town creates and maintains revenues and provides service in the current environment.
 - Pursuant discussions about what kinds of processes can impact town zoning particularly commercial zoning.
 - It was suggested by J. Wilson that one of the things that could be explored is getting some time with other commissions to cover the town Master Plan (Plan of Conservation & Development).
 - V. Lee-Shiue will look to get 2 seats on the POCD working group.
 - Each commissioner present has volunteered spend some time exploring a portion of these key areas identified and those are captured within B. Unger's working document.

Adjourn – with no additional business, at 21:12, B. Unger moved to adjourn the meeting, J. Wilson seconded the motion and the motion was unanimously carried.