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Vivian Lee-Shiue, *Chair*  
Brad Unger, *Vice-Chair*  
Tracy Serpa, *Secretary*  
Jennie Wong, *Treasurer*

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TOWN OF WILTON

2017 MAR 28 2:38

BY:

John Wilson  
Peter Barnard  
Catherine Bray  
John Kelly  
Tracy Serpa  
Philip Lauria  
James Jarvie  
Daniel Berg

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## ECONOMIC DEVELOPMENT COMMISSION

### WILTON EDC SPECIAL MEETING MINUTES

March 22, 2017

In attendance: Mr. J. Kelly (joined in at 3:10 pm), Mr. B. Unger, Ms. J. Wong, Mr. S. Stein and Ms K. Barnard

- 1) Ms. Wong called the meeting to order at 3.04 pm.
- 2) Ms. Wong disclosed that she would take the meeting minutes as part of public meeting procedures.
- 3) Mr. Stein informed that he would need to get the final approval from his company to volunteer for the video project before disclosing the name of his company. He did not foresee it to be a problem especially if his team use after-hour to work on this project.
- 4) Mr. Stein estimated a realistic timing to complete this video by the end of April 2017.
- 5) Mr. Stein inquired about the voice over. Ms. Wong mentioned that Mr. Kelly's neighbor, a professional voice-over, has stepped up to volunteer his voice over service. There are two other options (one female and one male) for back-up voice-over. Mr. Kelly inquired as to getting demos of the voice-over candidates.
- 6) Mr. Stein mentioned that they would utilize most of the works already completed. He would "rework" the script, to make it faster pace and more concise. Mr. Unger discussed the two differing opinions from the EDC members on the length of the video. One group preferred a short video featuring highlights of Wilton, while the second group preferred a longer "documentary" style video. Mr. Stein stated that based on his experience, the shorter but faster pace video would be ideal.
- 7) Ms. Barnard requested getting the raw footage, and not the trimmed version. Ms. Wong assured that she has those in the portable drive.

- 8) Mr. Kelly discussed getting additional footage showing a collage of signage for example the signage for Tarry Head, Weir Farm, Woodcock, Rolling Hills etc.
- 9) Ms. Wong planned to add a few sentences about Wilton Town Center to the script before handing it over to Mr. Stein.
- 10) Mr. Stein brought up the need to have a soundtrack to set the tone and mood of the video. He inquired if EDC has the budget to purchase a soundtrack. Ms. Wong informed that the EDC has allocated an amount for the project and there is a balance in the remaining allocation unused. Mr. Stein suggested choosing a couple different soundtracks as options. Mr. Unger reminded that another commissioner has secured a local musician to contribute to the soundtrack. Mr. Kelly raised his concern over meeting the deadline if we choose to record the music rather than download existing soundtrack. Currently, all options are still on the table. Ms. Barnard suggested a budget of \$1,000 should cover the cost of purchasing a soundtrack.
- 11) With no other business, the meeting adjourned at 3:30 pm.