

2017 MAY 17 P 4: 09

Wilton Economic Development Commission
Wednesday 05/10/2017, 7:15PM
Comstock Room 31

BY: *A. Bobark*

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

Absent with notice: Peter Hubbard, Jim Jarvie

Special Guests: Sarah Gioffre, Steve Pierce

1. Meeting called to order at 7:19 pm By Commission Chair Vivian Lee Shiue - A quorum was present.
2. Approval of the April 26th meeting minutes as adjusted to itemized spending was approved. Abstaining were commissioners John Kelly, Phil Lauria and Gil Bray as these commissioners were not in attendance at the April 26th meeting.
 - Motion to approve by John Wilson, seconded by Dan Berg. The motion was carried 6:0 with 3 abstaining.
3. First discussion of the meeting was with Sarah Gioffre and Steve Pierce regarding the summer concert series. The Parks & Rec group will work jointly with the EDC on these events. There will not be any need for the EDC to contribute any funding. EDC commissioners will assist with time and assistance in coordinating marketing efforts. The Parks & Rec group could use help with the concert series from a creative standpoint. Phil Lauria summarized the ideation from the discussion with Steve Pierce and Sarah Gioffre. Mr. Pierce described past concert events in terms of talent and Sunday weekend timing as being a good approach that has worked in the past. Concerts will be held July 16th, 23rd, 30th, and August 6th. Concerts will take place at Merwin's Meadows and Schenk's Island. Discussion from Commissioners on how to enhance the events and venues took place. Suggestions for food trucks include College creamery, Tracy Serpa will discuss with local restaurant owners. Opportunity exists for sponsors to the summer concert series events. Suggestion to get the Wilton Chamber of Commerce involved in this series of events. Discussion around the opportunity for a Wilton High School Student to design the series poster. Discussion on getting media coverage. A press release will be developed in the next week or two.
4. A presentation of the video was made to the EDC commissioners. This is the final edited video. It will be shared via Facebook site, sent to media outlets and realtors.
5. The EDC Commission will next begin looking at development of a Commercial Video that will be next.
 - Commissioners discussed what the strategy for commercial might include e.g.:
 - Local companies and logos
 - Infrastructure
 - Central location (Boston-NYC)
 - Hospitals
 - Transportation

- Universities NCC, Sacred Heart, Yale, Quinnipiac etc.
 - Locally Danbury, heart of Fairfield county
- Discussion on preliminary storyboard and key town stats. Talk to property management groups.
 - Commissioners discussed what range of costs might be
 - Next steps include identification of several vendors that might produce the commercial video.
 - John Kelly and Jennie Wong will explore cost options and report back at next commission meeting.
6. Online Brochure discussion:
- Brochure draft is complete. Vivian requested volunteers to review the document for grammatical issues, and to fact check the document.
 - Tracy Serpa, John Kelly, Vivian Lee-Shiue and Jennie Wong will take final review.
 - After content review the brochure will be handed off to designer for final layout.
7. Strat Plan Update:
- Basic ideas of the strategic plan were shared with commissioners.
 - Next step might be a workshop/work session for the commissioners to review draft notes and agree on final strategic plan. Time and place TBD.
8. Commissioners reviewed current POCD with Commissioner John Wilson.
- Several maps were shared with the commissioners to give a frame of reference as to how the Town is laid out from a commercial and residential space perspective.
9. GCT Town of Wilton Display table May 17th Wednesday 11am-3pm.
- Lynne Vanderslice will be at the table.
 - Wilton will have a table in the GCT Vanderbilt Hall.
 - Wilton Magazine source books and other brochures. Tracy, Vivian and Jennie will reach out to various groups in town to obtain some collateral materials.
 - Tracy Serpa and Vivian Lee-Shiue will help with manning table.

Next meeting commissioners will discuss revamped EDC website

9:19 pm Meeting adjourned