

2017 JUN -1 A 9:08

BY: LK

Commission  
7:15PM



Wilton Economic Development  
Wednesday 05/24/2017,  
Comstock Room 31

Attendees: Dan Berg, Gil Bray (arrived late), John Kelly, Vivian Lee-Shiue, Brad Unger (remote), John Wilson, Jennie Wong

Absent with notice: Phil Lauria, Tracy Serpa, Peter Hubbard

1. Meeting called to order at 7:25 pm By Commission Chair Vivian Lee Shiue - A quorum was present.
2. Approval of the May 10th meeting minutes was approved unanimously.
3. Voted on the Marketing Minutes from May 4<sup>th</sup>. Brad Unger, Jennie Wong, John Kelly, Vivian Lee-Shiue approved. John W., Dan Berg, Gil Bray abstained.
4. First discussion of the meeting was the upcoming Summer Concert Series to be held this summer. Acoustic band at Schenk's and electric higher energy at Merwin Meadows. Working on Poster design, Press release pending. Discussion on food and food trucks. July 16<sup>th</sup> – August 6, 2017.
5. Dan gave an update on the Merwin Meadows/Schenck's Island designs. They have been asked to be more specific for RFP's by end of June with several good and creative suggestions. Expect new RFP version in 2 weeks. Working to connect the two parks for branding but maintain differentiation as they serve quite different functions. Schencks-Passive, Merwin Meadows more active.
6. Signage Work Group Update postponed – need new meeting date.
7. Marketing Brochure update- Jennie W. First drafts from Graphic designer. Font needs to be larger and a few other adjustments before it's ready for group presentation. Working on Fact checking etc.
8. Commercial video update- Duration of video 3-5 minutes. Delegated authority to small group to authorize video vendor from 3 submitted bids. This will move the process along so it can be started by June 30<sup>th</sup> it will not be finished by June 30 but the process should begin by then. Group would like input into group narrative- Story Board. Vote Moved- John W, Second Dan B. and approved unanimously to allow group to have the authority to select the vendor. Expect total on the order of \$ 15,000- 20,000 for all the components.

Goal of Video- Why should you move your business to Wilton?

Business Friendly Government

Business leaders of well-known Blue Chip businesses have already chosen Wilton

Employee Talent Pool is exceptional

Employees Love working, living in and commuting to Wilton

Wilton has amenities of a big city available in a quaint and very safe town

Format of Video-

Testimonial interspersed with B Roll, Drone visuals from Norwalk border, show "Class A" properties.

Suggested prime businesses for Interviews-

Business- Breitling

ASML

Tauk Tours

Epsilon

Government- Lynne, Gail

Brokerage houses covering this area include-  
Jones Lang LaSalle  
CBRE  
CB Richard Ellis  
Cushman Wakefield

Contacts – David Fiore of Marcus Partners

Video of Parade? Motion to approve up \$500 to video parade but will try to do for free. All yes- B.U. abstained  
Location of best view discussion

Target audience: larger business- Blue Buffalo and Deloitte, not smaller enterprises

Duration of video 3-5 minutes maybe optimal. Fairfield have 3 min and 20 mins. Versions. Video should be an enticement  
Have clips available for further information.  
Get input from Brokers as to length, coverage and format suggestions.

Brad U, asked about Website development decision for direction and commitment authority. Vote required?

8:13 John Kelley Left

8:15 PM Gil Bray arrived and re-established a quorum

Vivian Discussed display at Metro-North Getaway Grand Central Stn NYC-

Handed out 3 suitcases of brochures

Lots of visitors- handed out all information.

Trout Unlimited – Big draw, Day license available

We should do this again- would like to have banner with Wilton on it.

Fairfield Had video, brochures, tee shirts, etc.

Vivian to send link to Fairfield video.

Meetings for balance of the year.

Current schedule through June 2x month.

Motion to have meetings 1x/ month beginning July 1, 2017 Moved John W, 2<sup>nd</sup> Dan.B. Passed unanimously  
sub-groups can meet as needed to do work.

Brad U. Website review-

Need bids > \$5000 (est. \$15k)

Have 3-4 possible vendors

Discussed criteria for vendor selection

Due to time restrictions B.U. to send RFP out 5/25/2017 proposals due by June 8, 2017.

We can commit as much as \$ 8,000 for this fiscal year for this.

Vote on June 14 based on proposals received. Brad to supply 1 page summary for each vendor at meeting.

Cannondale Bikes-

Jennie met with new Marketing Director.

Looking to assist with the town for community involvement and partnering.

Vivian to meet and discuss Corp. challenges and other ideas. Connect him with NRVT

Gil Bray pointed out Contracts have been agreed for Solar panels on Miller and Middlebrook as well as High School.

Possible grant money available.

Wilton Good for Medical groups high percentage of well insured inhabitants. Marketing?

Brief discussion on notice For Sale- Cannondale

What can we do to help?

Some research is needed. Is there an agency that can assist?

8:51 Meeting adjourned

