

Wilton Economic Development Commission  
Minutes  
Wednesday 09/13/2017, 7:15PM  
Comstock Room 31

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

Absent with notice: Gil Bray, Tracy Serpa

Other: Lori Bufano

Guests: Sarah Gioffre, Douglas Cutler (Douglas Cutler Architects)

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- 1) Meeting called to order at 7:17PM
- 2) Dan Berg motioned to approve minutes from 7/12. Phil Lauria seconded the motion. The motion was carried unanimously
- 3) Sarah Gioffre updated the EDC on activities / special projects in the First Selectman's office:
  - Summer Concert Series a success – 4 concerts, averaged 150-200 attendees, food trucks at Merwin Meadows
  - Top 40 brochure still in process.
  - Fairfieldcountybuzz.org enables us to list Wilton area events. \$100 per municipality. Do we want to invest? FCBuzz.org
  - Extended discussion on how to provide greater transparency and ease of understanding how to complete regulatory and licensing process for new business starts – e.g. FAQ guide, checklist, etc.
  - NEXT STEPS:
    - Doug offered to provide us a list of “best of” town sites that he sees as an architect/developer to use as a benchmark.
    - Sarah checking with Bob Nerney to see if he is willing to document his existing processes
    - John Kelly and John Wilson can help complete the Excel spreadsheets to document each licensing/regulatory activity checklist.
- 4) Old Business
  - Dan Berg reports Park and Rec improvement project and pending RFP for improvements to Merwin Meadows/Schenck's Island.
  - John Kelly reported findings from benchmark research to inform the creation Wilton Center Association (WCA). Spoke with Westport Downtown Merchants Association

and Downtown Ridgefield. Members of WCA group agreed another meeting was needed to sum action and call together constituents for WCA.

- John Wilson suggests to post an ad in the Wilton Villager/Bulletin/GMW for volunteers to step up to build and create the WCA. Vivian determining next actions to discover constituents to drive the idea of the WCA into action.
- Signage group to meet and address temporary signage issues. John Wilson proposes to begin with restaurants signage – i.e. posting of menus.
- Vivian reported on town commercial video progress. Projecting new release date by 9/18/17. Video was shown.
  - Discussed method of distribution via PR Newswire. Jennie Wong suggested press releases options. First is \$805 and with embedded video \$1130. Vivian will write copy.
  - John Kelly asked if there is a more targeted media distribution effort possible. Jennie will look into what PR Newswire can do. Vivian checking with CERC and other brokers. John Kelly can send the video to the brokers we interviewed to start the project.
  - Committee pointed out that there's not a good recipient of any attention to the video.
  - VOTE: Distribution budget of \$1,300 voted on (\$1,130 to go to PR Newswire). John Kelly motioned, John Wilson seconded. Motion carried unanimously
- Town brochure content is largely complete – several versions of the brochure were presented but Lynne would like to engage volunteers who may have digital marketing or brochure marketing experience. Vivian and Jenny to connect with Lynne on next steps.
- Brad discussed digital strategy. Decision needs to be made in concert with Lynne.
  - Next Steps: John and Brad will visit Lynne and Lori in Lynne's office and present pros and cons of each vendor and elicit decision.
- Brad proposed next EDC meeting become working session strategy meeting Oct 11. Commission agreed. October meeting will be working strategy session. Will need to notify public.

#### 5) New Business

- Vivian says anonymous donor has offered to fund the bonfire hosted by EDC at the Holiday Stroll. First Friday, December 1st. Need volunteers to support the event.

#### 6) Open Discussion and/or continuation of any topics above

- Douglas offered his parking lot for weekend parking for town events. He owns the Glen Gate building.

#### 7) Adjourn – with not further business Brad Unger moved to adjourn the meeting, Dan Berg seconded. Motion was carried unanimously. Meeting was adjourned at 9:28PM.