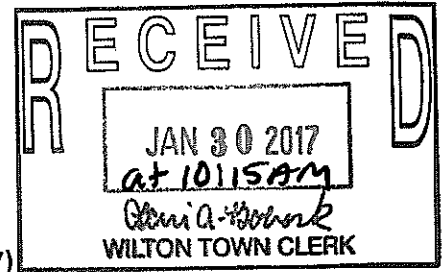


Wilton Economic Development Commission

Wednesday 1/11/2017; 7:15PM

Amended Meeting Minutes (amended 1/30/2017)



Attendees: Peter Hubbard, Jim Jarvie, Phil Lauria, Vivian Lee-Shiue, Tracy Serpa, Jennie Wong, Brad Unger, Lori Bufano (Non EDC / BOS)

Absent with Notice: John Clasby, Gil Bray, John Wilson, Dan Berg, John Kelly

Special invited guest: Tom Sato (on behalf of the Chamber of Commerce)

1. The meeting was called to order at 7:23pm without quorum by Vivian Lee-Shiue. Brad Unger arrived at 7:30pm, at which point the commission had quorum.
2. Approval of Minutes from 12/14/16 meeting: (NOTE: The order of the agenda was shifted due to late arrival of Brad Unger and lack of quorum until his arrival - the vote was deferred until after the update of the first item on #3, below)
 - Motion was made by J. Wong to approve minutes. T. Serpa seconded the motion
 - Minutes were passed: 5 approve / 2 abstain / 5 absent
 - Abstain: V. Lee-Shiue (absent at 12/14 meeting), P. Hubbard (absent at 12/14 meeting)
 - Vote to approve: J. Jarvie, T. Serpa, P. Lauria, B. Unger, J. Wong
3. Old Business
 - Proposal for business hour extension - the EDC will be proposing that the town modify the section 8-8 of the town ordinance that states:
 - (excerpt) The Town of Wilton shall allow the sale of alcoholic liquor in all establishments operating under restaurant permits only between the hours of 11:00 a.m. and 11:00 p.m. Monday through Thursday; between the hours of 11:00 a.m. and 12:00 midnight on Friday and Saturday; between the hours of 11:00 a.m. and 1:00 a.m. on New Year's Eve; and between the hours of 12:00 noon and 11:00 p.m. on Sunday.
 - Proposal will be taken to the BOS to remove the local ordinance altogether, which will then default to the state level restrictions which effectively state that restaurants stop serving liquor at 1AM on weekdays and 2AM on weekends (with certain exceptions). The final decision to approve/deny/amend the proposal will be up to the BOS.
 - V. Lee-Shiue and J. Kelly are collecting statements of support from business owners. V. Lee-Shiue has already spoken with Chief of Police Crosby who stated that they do not foresee any issues that the town does not already have capacity to handle.
 - V. Lee-Shiue will ask Lynne Vanderslice for guidance on whether this requires town vote, or just BOS vote.
 - Target end date - by end of fiscal year.
 - Project Updates
 - Marketing Project - J. Wong provided an update on the marketing project (see PDF attachment entitled "Marketing Working Group – Promotional Video Project Update."

- To date, the team has spent a total of \$2,000 (\$1,500 in FY 2016 and \$500 in FY 2017). For FY 2017, we have \$300 left in the previously approved video allocation, and it is anticipated that we will need \$700 more for re-shoots and additional stock pictures.
- An initial storyboard has been created by J. Jarvie and J. Wong and has been sent to the WHS video team, under the direction of Ken Boehm
- P. Lauria is working on getting the voiceover and music artists for the video.
- *CGI Communications as a potential video producer was briefly discussed, however, the team agreed to give first-pass chance to the WHS video team for a short video that is to be completed ASAP, to target to prospective residents (urgency of timing is based on anticipated move of Sun Products operation group from Arizona to Connecticut). The Commission would revisit the possibility of retaining CGI at a later time.*
- A motion was made by P. Lauria to allocate \$700 to the remaining effort. The motion was seconded by T. Serpa and the vote was unanimously carried 7-0.
- Digital Strategy - discussion was deferred until later in the meeting.
- Route 33 Bridge Project - there was no update on this project. This is on hold until we have an update from Lynne Vanderslice and Bob Nerney on any strategic planning work that they are working on.
- Rapid Response Team - in order to execute on the Rapid Response initiative that was outlined in the strategic plan and in our analytical work, it was proposed that until/unless a formal cross-commission working be formed, the following occur. V. Lee-Shiue will take these actions and then issue a press release announcing the service:
 - A separate email will be setup that allows the public to reach out the EDC for information, guidance or referrals to the appropriate town entity/commission that can assist them.
 - First 10-15 minutes of each meeting will be reserved for public to come and discuss the topics / projects that they are undertaking. They must notify the EDC beforehand at the new email listed above that they will be coming to the meeting.
 - The EDC will serve as liaison to then help obtain information or connect them with the appropriate town entities.
 - A process flow will be created and circulated to the EDC for input. V. Lee-Shiue will take first pass at the flow.
- Signage Working Group - V. Lee-Shiue will issue a call out for volunteers for the signage working group.
 - T. Sato would like to participate in this group on behalf of the chamber. J. Wilton and V. Lee-Shiue will participate on behalf of the EDC. Request for volunteers will be posted at the various news outlets and social media sites.

- A suggestion was made that perhaps the project be done as a public/private partnership.
 - Community outreach -
 - The original idea of doing a winter cultural event at the library proved to be too short of a lead time to execute this year. Instead, the library has agreed to put up a wall atlas on their gallery wall where patrons can pin a pin to the location of their heritage. There will be some kids' crafts associated with this display. Timing is mid February.
 - Because of the potential political of the Larry Kudlow event at the library, the EDC has opted out of co-sponsoring the event (with the Wilton Library and the Wilton Chamber of Commerce). Already, the library has received a few hundred registrations and is expected to drive significant restaurant traffic in town center.
 - Other future events may include a collaboration with the Chamber of Commerce, library and the EDC on business level training and seminars. Further discussion needs to occur so that there is no overlap/redundancy.
 - Merwin / Schencks committee update - D. Berg had emailed V. Lee-Shiue to let the commission know that the group had not yet met. L. Bufano mentioned that the BOS had voted to approve the appointments at their 1/9/2017 meeting.
 - Summary of discussion with Board of Finance - V. Lee-Shiue and J. Kelly sat down with J. Rutishauser and P. Balderston to update them on the projects that are underway with the EDC. The BOF has expressed support and desire to cooperate and collaborate on select projects that can help build revenue in town.
 - CERC next steps - J. Wong asked for input on the next steps associated with the 70 question self-assessment and CERC Sitefinder.
 - Sitefinder subscription will be \$550. The EDC and the town needs to determine whether we want to subscribe to this service.
 - B. Unger has agreed to examine what other municipal and economic development organizations have done with Sitefinder and will come back to the EDC with a recommendation.
 - Completion of the 70 question self-assessment will be dependent on whether we want to engage CERC for assistance on the strategic plan.
 - Commission Strategic Plan - P. Lauria presented a workplan on the strategic plan - he has requested that the EDC form a working group (led by him) to create a new strategic plan. The commission agreed that he will lead the group, with input from J. Wong, B. Unger, V. Lee-Shiue/J. Kelly, T. Serpa and any volunteers from the public that are interesting in participating.
 - Initial next steps is to refine the mission and define tangible goals associated with the mission, then define initial objectives.
 - Guidance from Town Counsel on FOIA requirements for both soliciting volunteers and the announcement of meetings is needed.

4. New Business

- Wireless coverage working group - P. Hubbard raised the question on whether the EDC would like to create a wireless coverage working group to explore the wireless coverage within town. The commission was interested, but will need to check with Lynne to determine whether there are any issues. P. Hubbard will explore next steps.
- 5. Other Discussion
 - Email received from public citizen regarding wired cable accessibility - an overview of the structure of cable and internet infrastructure was presented by P. Hubbard. A guest in attendance at the meeting (Kevin Laddy) also has cable and communications background.
 - Service coverage (or lack thereof) is due primarily to the dispersion and lack of sufficient number of customers within a given distance.
 - Some neighborhoods only have hi speed access via Cablevision or satellite. The former ATT UVerse / Frontier High Speed service is not available in all parts of Wilton.
 - The only real option that the EDC has to improve on the service currently available to residents is to determine what areas that Frontier does not service, and then convince the provider to increase coverage within town.
 - P. Hubbard, B. Unger and V. Lee-Shiue will get together to summarize some key talking points for Lynne Vanderslice, and to retain as a reference document. P. Hubbard will explore what parts of town does not have access to Frontier.
 - Town permits - the EDC may want to look at the availability of business permits and the process. Further discussion is required. For example:
 - Permits available in town and what we might want to add over time - e.g. additional liquor permits
 - Process and pricing for acquiring permits, and any amendments as needed.
 - EDC's role versus Chamber - in order not to "step on toes" or duplicate efforts, the EDC has invited both Tom Sato and Debra Hansen from the Chamber of Commerce to attend meetings. In addition to collaborating on projects, the hope is that the role of each entity will eventually be more clearly defined and that projects can be strategically distributed so that resources can be better utilized. We will continue this discussion.
 - Website - the EDC would like to make the "digital presence" of the town a priority. Initial steps would include modification of content and display, and accessibility of information.
 - Comparison was made to Ridgfield, Redding and Weston sites.
 - Focus on our websites being the first "point of contact" and first impression that prospective residents and businesses see when they come into town.
 - If the commission wants to undertake the project to revamp the town website, a full proposal would need to be made to the BOS on the project, process and financing. Some considerations:
 - Integration of the various town websites
 - Consistent look and feel
 - Indexing of information and ability to search and obtain information

- **Additional information required - given the resistance at the town level, what are the issues and barriers to redesigning the website.**
- *Discussed the need for other forms of marketing material. J. Wong presented preliminary estimates from two potential vendors for a logo banner, tri-fold brochures, and business cards. The Commission decided to obtain more details and defer decisions on any of the items at a later date.*
- **Administrative:**
 - **Town Counsel FOIA Training - first session will be Tuesday, 1/17/2017 at the BOF meeting. Next session will be TBD.**
 - **All EDC Commissioners must use town email for EDC-related business**
 - **We are working on moving our meetings to Comstock. The services there are complete (wifi, multimedia) with the exception of telephones for anyone that needs to dial in. We will address one-off needs to dial-in as they arise. This is to enable commissions that meet on the same night (P&R and EDC) to be co-located.**
- 6. **Open Discussion - none.**
- 7. **Adjournment - V.Lee-Shiue made the motion to adjourn the meeting, T. Serpa seconded the motion and the vote was unanimously carried 7-0. The meeting was adjourned at 9:43PM.**

