

Joseph Favarolo, Chair
Peter Squitieri, Vice Chair
John DiCenzo
Alison Smith
Marty Avallone
Donna Peterson
Tom Shimko



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Wilton Economic Development Commission

AGENDA – EDC REGULAR MEETING MINUTES *
WEDNESDAY, JANUARY 10, 2024, 7:15 p.m., Comstock, Room 31

I. Call to Order @ 7:18pm by Joseph Favarolo

II. Roll Call

Members Present: Marty Avallone, John DiCenzo, Joseph Favarolo, Donna Peterson, Alison Smith, Peter Squitieri, Tom Shimko
First Selectwoman's Office: None
Town Liaison: None
Members Absent: None
Members Excused: None
Press Present: Kathy Bonnist
Guest Present: None
Public Present: None

III. Motions

- A. **Approve Minutes of the December 13, 2023 meeting**
 - 1. **Motion: Avallone**
 - 2. **Second: Peterson**
 - 3. **Opposed: None**
 - 4. **Abstain: None**
 - 5. **Vote: 7-0**
- B. **Change the Order of the Agenda: Social Media Update after the Minutes**
 - 1. **Motion: Peterson**
 - 2. **Second: Smith**
 - 3. **Opposed: None**
 - 4. **Abstain: None**
 - 5. **Vote: 7-0**
- C. **Approve the EDC Letter of Endorsement for Business Spotlight Program**
 - 1. **Motion: DiCenzo**
 - 2. **Second: Avallone**
 - 3. **Opposed: None**
 - 4. **Abstain: None**
 - 5. **Vote: 7-0**



Wilton Economic Development Commission

IV. Items for Discussion

- A. Reviewed and compared the Wilton EDC Mission Statement with those of neighboring towns and examined the scope changes for EDC agreed with the BOS in September 2022.
 - 1. Joseph agreed to consult with Toni Boucher to discuss changes under consideration.
- B. Discussed additional focus areas for the EDC in 2024.
 - 1. Members committed to providing recommendations to the commission and discuss further at the next meeting.
- C. Discussed the EDC website within the context of our social media strategy and focus areas.
 - 1. John will lead the effort to obtain administrative access and credentials for the website and Facebook page.
 - 2. It was agreed to discuss and agree the strategic approach and content before making any changes. This will be a discussion point at our next meeting.
- D. Discussed the key takeaways and lessons learned from the Signage Study Recommendations Presented to BOS on Dec 19, 2023
 - 1. Marty will reach out to Michael Wrinn to coordinate an EDC meeting with Planning & Zoning for implementation.

V. Standing Updates

- A. Alison presented the social media highlights and achievements for 2023, and opportunities to expand upon this successful campaign in 2024. Note that this update was provided as the next agenda item after the motion to approve the Minutes was approved.
- B. John DiCenzo presented the Business spotlight program and EDC Letter of Endorsement.
 - 1. John will follow through on the established procedures and protocols for additional reviews and approvals needed to send the EDC endorsement letter to the leadership in the district and high school.

VI. New Business

- A. John highlighted that the Wilton Chamber of Commerce is organizing its annual Winter Carnival on February 4th.
- B. Donna mentioned the Street Fair in July
 - 1. Donna will evaluate the feasibility and benefits of EDC participation and provide an update at our next meeting.

VII. Public Comment

- A. None



Wilton Economic Development Commission

VIII. Adjournment

- A. **Meeting adjourned at 8:42pm**
 - 1. **Motion: Peterson**
 - 2. **Second: Avallone**
 - 3. **Opposed: None**
 - 4. **Abstain: None**
 - 5. **Vote 7-0**

Next Meeting Scheduled: Wednesday, February 14, 2024, 7:15 p.m., Comstock Room 31 / Zoom