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TOWN OF WILTON

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BY: LK

Wilton Economic Development Commission

Minutes

1/9/2019- Regular Meeting

7:15 p.m. Comstock Community Center, Room 18

EDC attendees: Christian Bilella, Kimberly Purcell, Melissa-Jean Rotini, Brad Unger, Jennie Wong, Prassad Iyer (arrived 7:30), Max Fanwick, John DiCenzo

In attendance: Lori Bufano, Deb Mcfadden

Absent with notice: Tracy Serpa

Absent without notice: Michael Hund

Opening and Administrative Items:

- call to order (7:24 pm)
- Motion to approve November minutes; motion passed. (7 aye)
- Motion to approve December minutes; motion passed (3 aye, 4 abstentions)
- Motion to add to the agenda (train station discussion); motion passed unanimously

New Business:

A. EDC officer elections: discussion and vote

- Melissa Rotini and Max Fanwick nominated and excused for vote
- After discussion and vote, Melissa Rotini elected EDC Chair
- Max Fanwick nominated and elected EDC Vice Chair
- Jennie Wong nominated and elected EDC Treasurer
- Brad Unger nominated and elected EDC Secretary

B. Libraries business assistance seminar program (John DiCenzo)

- John reported on meetings with the Library to advance the seminar program which will target the 2nd and 3rd quarter. In addition, a joint meeting was held with Christian Bilella on sharing business support resources which will be continued.

C. Brand exploration (Max Fanwick)

- Max examined the branding process of communities that have implemented effective branding and its associated benefits. A review of neighboring communities was provided along with a discussion of the objectives that could be met via branding.

He conducted a brand discovery exercise and the following assignments were allocated to the Commission members:

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| -Audit of core identity (Prassad Iyer) | -Brand positions (Christian Bilella) |
| -Competitive analysis (Jennie Wong) | -Value proposition (Brad Unger) |
| -Persona development (Kim Purcell) | -Perceptions of Wilton (John DiCenzo) |

D. Year-end residential real estate update (John DiCenzo)

-John provided market reports on Wilton and lower Fairfield County and briefly discussed the current state of the buyers' market and the similarity in the market dynamic between Wilton and the other lower Fairfield County communities.

E. EDC meeting calendar (Brad Unger)

-The 2019 schedule was discussed and after a motion it was approved (7-0) to continue the current schedule of holding EDC meetings on the second Wednesday of the month. Tabling August and December's meetings will be determined as each date approaches.

F. Train station discussion (Kim Purcell)

-Kim led a discussion about leveraging an empty space at the train station for commercial use and benefit. The notion was to create a business cooperative whereby businesses could rotate occupancy to provide a retail presence at the train station (restaurant food service, coffee shops etc.). Kim to follow up on potential options/solutions.

Old Business:

a. Marketing and social media (Jennie Wong)

-Jennie provided an overview of the EDC's social media efforts, focusing on new content development, outreach to local businesses and possible business profiles. There was discussion on the types of businesses to target including traditional and home-based.

b. POCD update: (Max Fanwick for Melissa Rotini)

-Max discussed the latest update and the review of the proposed POCD plan as provided by the vendor. The plan has been returned to the vendor for revisions and future updates will share those results.

c. Project updates (Sarah Gioffre)

-No report was provided as Sarah was unable to attend the meeting.

Motion called for Adjournment and passed unanimously.

Meeting adjourned at 9:32 pm.

Respectfully submitted by,

John DiCenzo