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Melissa-Jean Rotini, Esq., Chair *UK*
Max Fanwick, Vice Chair
Jennie Wong, Treasurer
Brad Unger, Secretary



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238 Danbury Road
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EDC@wiltonct.org

Wilton Economic Development Commission
wiltonEDC.org

MINUTES

February 13, 2019, 7:15 p.m., Comstock Community Center, Rm 14

I. Call to Order (@ 7:23 pm by Chair Rotini)

Members Present: Melissa-Jean Rotini, Max Fanwick, Jennie Wong, Brad Unger, Christian Bilella, John DiCenzo, Tracey Serpa
Non-Voting Members Present: Lori Bufano
Commission Liaison Present: Sarah Gioffre
Members Absent, Excused: Kimberly Ann Purcell, Prasad Iyer
Members Absent, Unexcused: Michael Hund
Public Present:

II. Approval of Minutes

A. Amendment of Minutes from Wednesday, January 9, 2019 (*Chair Rotini*)

Member Comment(s):

- (1) Move Lori from Public to non-voting member consistent with charter
- (2) Updated minutes to include the roll call of the votes that were cast and presence of guest

Motion to amend the Minutes.

Moved: Brad Unger

Seconded: Max Fanwick

Vote: 5-0 (2 abstentions for Tracey and Melissa)

B. Approval of Minutes from Wednesday, January 9, 2019

Member Comment(s):

Motion to Approve the Minutes as Amended.

Moved: Brad Unger

Seconded: Max Fanwick

Vote: 5-0 (2 abstentions for Tracey and Melissa)

III. Items For Discussion: *Communications to the Commission and New Matters to Discuss*

A. Agenda & Minutes (*Chair Rotini*)

New forms for agenda and minutes; elected secretary position expected to alleviate issues; Receipt of citizen email regarding recording of meetings- Sarah to confirm the process for approval to record and checking in/out the device that will be leveraged for recording EDC meetings going forward, if approved.

B. Town Event Information (*Commissioner Bilella*)

Saturday, April 27th (Division I lacrosse game at Wilton High School)

Expected to bring 3,000-5,000 attendees to Wilton; opportunity to work with JR Sherman to help promote local businesses of Wilton to potential attendees (UPenn and VT); potential to direct traffic to local businesses through the EDC website and leverage existing promotional materials. Christian will report in the March EDC meeting suggestions of actions EDC may be able to support.

IV. Other Business: *Updates on Unfinished Business and Presentations to the Commission*

A. Board of Selectmen Priorities (*Chair Rotini*)

- 1) Develop better signage- Signage regulations being reviewed by Melissa; legal review as standards complete; work continues with additional businesses providing information through Lori
- 2) Target prospective businesses
 - a) Christian to solicit and collect the barriers to getting more businesses to Wilton (need to validate how much is town vs. CT macro issues)
 - b) EDC to assess and validate a request to the BOS that they be willing to support funding a qualified part-time or full time Head of Economic Development
- 3) Identify retail and service gaps in town- EDC reviewing various sourcing channels
- 4) Coordination with local businesses- John and Christian are working collaboratively with other Wilton groups.
- 5) Expand marketing channels of existing assets to target audiences (business and residential videos, etc.) including services for marketing and PR from outside services
- 6) Coordination with P&Z- Working to review P&Z filings.
- 7) Business incentives- Christian commenced review of potential options, but currently on hold while Town Counsel reviews regulatory requirements/barriers
- 8) Marketing- Will feature one business per month on EDC website; rotating responsibility through EDC members to meet with businesses. Tracey will take first month.
- 9) Contacting local EDCs- Undertaken by Brad

B. EDC Budget Presentation (*Commissioner Wong, Treasurer*)

In preparation for the March meeting, review the BOS recommended priorities we discussed in the February meeting and present to the EDC what investment opportunities might the EDC consider for the 2019-2020 budget.

C. EDC Website Traffic (*Commissioner Wong, Treasurer*)

In order to support driving additional traffic to the EDC website, there is a need to provide more, relevant and timely content. One step identified was to create an inventory of businesses in town and develop content that spotlights the business (Tracey Serpa volunteered to interview first company). List of questions determined.

D. Brand Development (*Vice Chair Fanwick*)

Recapped the branding framework (audit, platform, creative, re-launch, integration) and reviewed EDC assignments from the January meeting. Surrounding Holstead residential agents were surveyed about their perceptions of Wilton. Brad Unger referenced and e-mailed Max the Wilton analytic study available on the EDC public website:
http://wiltonedc.org/WP2/wp-content/uploads/2016/10/finalEDCforum_102016version.pdf
EDC discussed key assets of Wilton including education and green space.

V. Receive & File: *News & Information provided from Commission Members, No Discussion*

VI. Adjournment

A. Next Meeting Scheduled: Wednesday, March 13, 2019

Motion to Adjourn Meeting

Moved: Brad

Seconded: Tracey

Vote: Motion carried 7-0 and meeting was adjourned @ 9:20 pm

Respectfully submitted,

Bradley C. Unger
Secretary, Wilton EDC