

Prasad Iyer, Chair  
Jake Lubel, Vice Chair  
Alison Smith  
Marybeth Stow  
John DiCenzo  
Marty Avallone  
Peter Squitieri  
Matt Raimondi



Wilton Economic Development Commission  
[wiltonEDC.org](http://wiltonEDC.org)

Wilton Town Hall  
238 Danbury Road  
Wilton, CT 06897  
[EDC@wiltonct.org](mailto:EDC@wiltonct.org)

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**WILTON EDC REGULAR MEETING MINUTES\***  
**WEDNESDAY, AUGUST 11, 2021, 7:15 p.m.**

**I. Call to Order @ 7:17 pm by Prasad Iyer**

**Attendance**

**Members Present:** Prasad Iyer, John DiCenzo, Peter Squitieri, Marty Avallone, Jake Lubel, Matt Raimondi, Alison Smith

**BOS Liaison:** Lori Bufano (Excused)

**Town Liaison:** Sarah Gioffre (Absent)

**Members Absent:** Marybeth Stow

**Members Excused:** None

**Press Present:** J D Frieda (Wilton Bulletin)

**Guest Speakers:** None

**Public Present:** John Savarese

**II. Motions**

**A. Approve minutes from July 14, 2021 meeting**

- 1. Motion – John DiCenzo**
- 2. Second – Marty Avallone**
- 3. Opposed – None**
- 4. Abstain – Alison Smith**
- 5. Vote – 6 - 1**

**III. Discussions**

- 1. Introduction of new commissioner Alison Smith**
- 2. Discussed Rebranding, EDC Site and FB**
  - a) decided to not update the EDC site and potentially integrate to town site**
  - b) decided not to revive Wander Wilton**
  - c) Focus efforts on leveraging FB, Instagram and Tik Tok to drive messages**
  - d) John to follow up with town guidelines to use FB, Instagram and Tik Tok along with town approvals for HS Business Spotlight Program branding**
  - e) Alison will lead the efforts related to social media once John confirms guidelines**



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3. **Discussed purpose of AdvanceCT study**
4. **John provided an update Wilton Street Fair**
5. **Sub Committee updates**
  - a) **Corporate Town Center Program (Marty, Peter, John, Prasad)**
    - (1) Prasad updated on conversation with Kevin, John and Marty to work with the Chamber to put together the flyer, Marty and Peter to determine contact at ASML
  - b) **HS Business Spotlight Program (John, Marty)**
    - (1) Prepping for next release, John to secure Town approvals
  - c) **Town Community Movie event (Marty, Jake)**
    - (1) Marty exploring further, more updates in next meeting
  - d) **Wilton Facts (Peter, Marty)**
    - (1) Reviewed information, Pater to send the final list to Alison so she can prepare a graphic draft to review in next meeting
  - e) **EDC Schenks (Marty, Jake)**
    - (1) No new updates
6. **Prasad to confirm BOS meeting date with Lori (Sept 2<sup>nd</sup>). Jake and Marty will be available to represent EDC in that meeting**
7. **Jake to coordinate a business speaker program with the Library (potentially) and also coordinate P&Z commissioners to come to an EDC meeting to determine more ways to collaborate.**

#### **IV. Other Updates**

- A. **None**

#### **V. Public Comment**

- A. **None**

#### **VI. Adjournment**

- A. **Meeting adjourned at 9:26 pm**
  1. **Motion to adjourn – Jake Lubel**
  2. **Second – Marty Avallone**
  3. **Opposed – None**
  4. **Abstain – None**
  5. **Vote – 7 - 0**

**Next Meeting Scheduled: Wednesday, September 22, 2021, 7:15 p.m., Location Remote via video**