

Prasad Iyer, Chair
Max Fanwick, Vice Chair
Marybeth Stowe
Christian Bilella
John DiCenzo
Kim Purcell
William Olmstead
Dominick Musilli
Kevin Kane



Wilton Economic Development Commission
wiltonEDC.org

Wilton Town Hall
238 Danbury Road
Wilton, CT 06897

REGULAR MEETING MINUTES

WEDNESDAY, JANUARY 8, 2020, 7:15 p.m., Comstock Community Center, Room 13

I. Call to Order@ 7:16 pm by Chair Prasad Iyer

Attendance

Members Present: Prasad Iyer, Max Fanwick, Marybeth Stowe, John DiCenzo, Christian Bilella, Kim Purcell, Kevin Kane, Dominick Musilli

BOS Liaison: Lori Bufano

Town Liaison: Sarah Gioffre

Members Absent: William Olmstead

Members Excused: None

Press Present: None

Guest Speakers: Susan Schmitt (The Painted Cookie), Jen Fila (Town Center Toys), Tony Sato (True Value), Nancy Saxe(Sweet Pierre's)

Public Present: None

II. Motions

1. Approve minutes from December 11, 2019 meeting

- a) Motion – John DiCenzo
- b) Second – Max Fanwick
- c) Discussions - None
- d) Opposed - None
- e) Abstain – Kevin Kane, Dominick Musilli
- f) Vote – 6 - 2

III. Discussions

A. Discussion with small business owners

1. Signage

- a) Small business owners present in the meeting to provide EDC with specific asks on signage for EDC to deliberate and recommend actions to the town and P&Z

2. Resources to open a business in Wilton

- a) Small business owners present in the meeting to provide feedback to EDC on the current resources so those can be improved and made more useful



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3. Content for developing experiential stories in Wander Wilton platform
 - a) EDC will provide some templates and examples to the small business owners present so they can provide content back to EDC for Wander Wilton platform
 4. Sarah Gioffre will be the liaison for small business owners and facilitate information exchange between them, the town and EDC
 5. Sarah to check with the town to understand the process to install a sign on state property and the contacts for the same and get back to EDC so EDC can understand the process to support future recommendations and actions
- B. Marketing Plan update
1. Max updated the EDC on the Wander Wilton campaign
 - a) Site reviewed
 - b) Need to start collecting content between Jan 15 – Feb 1 2020
 - c) Kevin shared the “About” paragraph and will email the content to the EDC email distribution list so Max can add to the site
 - d) Marybeth to develop an email template to solicit content and share with the EDC
- C. Items tabled for next meeting
1. Content Partnerships & Short Term marketing tests
 2. Areas of focus for 2020 updates

II. Public Comment

- A. None

III. Adjournment

- A. Meeting adjourned at 8:45pm
1. Motion to adjourn – Kevin Kane
 2. Second – Christian Bilella
 3. Discussions – None
 4. Opposed – None
 5. Abstain – None
 6. Vote – 8-0
- B. Next Meeting Scheduled: Wednesday, February 12, 2020, 7:15 p.m., Comstock Community Center, Rm 13
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