

EDC Business Owner Feedback

Action Items

Areas Identified

Area	Opportunity	Immediate Actions	Accountable	EDC Immediate Action	Comments/Actions completed
Signage	Improved and standardized, business friendly signage ordinance	Review signage guideline and publish revised process/ordnance	P&Z	Formal letter to P&Z highlighting the economic benefits, Toni drafting the letter	Pro study, show where town center is
Schenks	Move farmer Market to Schenks, oppty to hold other events, increase traffic to town center	Improve parking, Plan move, area for vendors to set up	Chamber, BOS, Sarah Gioffre, Building Department	Written communication to the town by EDC, Toni drafting the letter	Approved funding to to develop analysis of ways to create more parking to support Farmer's Market
Marketing	Engage big employers, town programs, partnerships, Cross promotions, sidewalk sales, town residents, neighboring towns		EDC	Focus on piloting spotlight	Limitations of FOIA, email mktg, 1:1 communications, Once a month business spotlight (Consult w/Heather, sponsored by EDC)
Town programs	Open bidding to more local businesses, Town to buy local		Parks & Rec, town	TBD	More info needed, revisit. If TOW formalizes then do a press release
Business owner sub committee	Expand to larger business population, outreach is difficult	List development	EDC	Marty to lead the initiative	Subcommittee hosted as a special meeting, agenda needs to be posted (24 hours)
EDC/Chamber Partnership				Continue to engage with the Chamber to develop opportunities, John to lead	
Not enough relief from state					
Ability to use town facilities by small business					
Rent relief from Kimco					
EDC Site				Review the links in the site, Next meeting	
Kimco Marketing programs				Sarah potentially share programs when approved	Is there a way to partner and amplify? Fb follow wilton river park