

Economic Development Commission

• **September 20th BOS Meeting Results**

- *BOS agreed to adjust the expectations of the EDC.*
 - Not responsible for grand list growth.
 - Not responsible for POCD action steps.
 - Not responsible for developing a town marketing plan
- *Commissioners will continue to focus on areas they identify as priorities-social media, business forums, etc.*
- *First Selectwoman will assign discrete tasks to the Commission and oversee execution.*
 - First task is to develop recommendations for new signage regulations

- **Development of Recommendations for New Signage Regulations**

- *Step 1-Current regulations.*

- Understanding of current regulations.
- Observation of repeat violations.
 - Sandwich boards
 - Neon signs
 - Feather flags
- Discussions with businesses violating the regulations.
- Understand issues raised by P&Z Commissioners.
- Determine the views of the public.

Economic Development Commission
As Presented at the September 20th BOS Meeting

- **Area communities without a commission:**

- **Westport**-no commission
- **New Canaan**-no commission
- **Darien**-no commission
- **Weston**-no commission

- **Area communities with a commission**

- **Ridgefield:** “seven-member commission with the purpose...to seek to implement orderly and planned economic development, in keeping with the character of the town.”
 - Broadband study...Collaborate with Non Profits on Events...Opinions on development project...Welcome cards to new residents
 - Seeking to increase commission to 9 members.
- **Fairfield:** seven-members, one vacancy, “tasked with the promotion and development of the economic resources of the Town of Fairfield”.
 - Receive reports from ED director and chamber of commerce....Opinions on zoning changes....Investigating Taste of Fairfield and possible new restaurant

Note: Norwalk has a committee called the Economic and Community and Development Committee, but they are council members performing a different role than a traditional EDC.

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- **Discussion with Commission**

- *Need more direction from the town.*
- *Prefer being assigned tasks.*
- *Willing to do some advocacy work.*
- *Want to continue with current work, including Instagram, working with WHS, assisting with events, as with the Duck Race and holding business owner forums, as previously held with primarily Kimco tenants to flush out issues.*
- *Don't see themselves as a driver of grand list growth.*

- **Recommendation**

- *Board of Selectmen should adjust their expectations of volunteers and this commission's role in grand list growth, marketing and supporting the POCD.*
- *Under the supervision of the first selectwoman, assign the commission discrete tasks.*
 - First task: Research and develop signage recommendations for submission to P&Z.
 - Expand on their existing research of other towns
 - Gather feedback from Wilton businesses