

Kickoff Meeting: Preparing Wilton's Business for Success in an Economic Crisis

Background

The COVID-19 pandemic and subsequent actions to mitigate its effect have caused enormous economic disruption. Many of Wilton's local businesses have been closed or forced to be very innovative in order to survive. Businesses have developed a wide range of strategies and tactics designed to help them weather the crisis. While very creative, the communication of potential effective practice has been done on an ad hoc basis. In addition, there has been little coordination of support to help individuals, private citizen groups or the town maximize the effectiveness of these business efforts.

Host: Wilton Library

Meeting Goals

The goals of this first meeting are to:

- Inform local Wilton businesses about the Initiative: Ideas to Increase Wilton Business Activity
- Begin the process of sharing good practice to help Wilton businesses survive during the pandemic and provide ideas to help spur new business development possibilities.
- Capture ideas for future communications.
- Solicit input from local businesses on topics that would address their needs/weaknesses

Time	Responsibility	Activity
4 Minutes	1 st Selectwoman Economic Development Commission	Welcome Background Ground rules <ul style="list-style-type: none">• Stay on mute• Use chat to ask questions Thank you to Library for hosting
3 Minutes	Ross	Agenda/introduce presenters
8 minutes	Ross/ Local business (Retail)	Ross introduces – local business presents What is their business When they decided what to do – did they have something specific in mind? A specific problem they were trying to solve? Review specific, effective tactic adaptations to function in the Covid environment (marketing & operations) Explain how they created it (if applicable) How well it works (lessons learned/how it works with customers Optional Q&A from participants

8 minutes	Ross/ Local business (Service)	<p>Ross introduces – local business presents</p> <p>What is their business</p> <p>When they decided what to do – did they have something specific in mind? A specific problem they were trying to solve?</p> <p>Review specific, effective tactic adaptations to function in the Covid environment (marketing & operations)</p> <p>Explain how they created it (if applicable)</p> <p>How well it works (lessons learned/how it works with customers)</p> <p>Optional Q&A from participants</p>
8 minutes	Ross/ Local business (Restaurant)	<p>Ross introduces – local business presents</p> <p>What is their business</p> <p>When they decided what to do – did they have something specific in mind? A specific problem they were trying to solve?</p> <p>Review specific, effective tactic adaptations to function in the Covid environment (marketing & operations)</p> <p>Explain how they created it (if applicable)</p> <p>How well it works (lessons learned/how it works with customers)</p> <p>Optional Q&A from participants</p>
10 minutes	Ross	<p>Q&A</p> <p>Suggestions for next steps</p> <p>Optional: Poll of next steps</p> <p>Ask for additional solicitation for topic request so we can help develop skills/tactics to bolster their businesses.</p> <ul style="list-style-type: none"> • Do this again? • Do a marketing to the town presentation • Involve EDC in new ways • Involve the town in how to adapt to Phase I & Phase II opening up • Bring in state officials (Ned Lamont & David Lehman) • Bring local Wilton officials (Lynne, Barry, Sarah G.)
4 minutes	Ross Economic Development Commission/Wilton Library	<p>Summary statement</p> <p>Thank you</p>