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
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 2nd). 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