

Prasad Iyer, Chair
Max Fanwick, Vice Chair
Maybeth Stowe
Christian Billella
John DiCenzo
Kim Purcell
William Olmstead
Tracy Serpa



Wilton Town Hall
238 Danbury Road
Wilton, CT 06897

Wilton Economic Development Commission
wiltonEDC.org

MEETING MINUTES

WEDNESDAY, SEPTEMBER 11, 2019, 7:15 p.m., Comstock Community Center, Room 18

I. Call to Order@ 7:18 pm by Chair Prasad Iyer

Attendance

Members Present: Prasad Iyer, Kim Purcell, Max Fanwick, William Olmstead, Tracy Serpa, John DiCenzo, Christian Billella

BOS Liaison: Lori Bufano

Town Liaison: Absent, Excused

Members Excused: None

Members Absent: Marybeth Stowe

Press Present: Jeanette Ross (Wilton Bulletin)

Guest Speakers: Dom Musilli

First Selectman: Lynne Vanderslice

II. Motions

- 1. Approve minutes from July 10th 2019 meeting**
 - a) Motion by Bill Olmstead**
 - b) Second by Kim Purcell**
 - c) All in Favor**
 - d) None Opposed**
 - e) None Abstained**
- 2. Move forward with marketing campaign test (Wilton as second home) to promote Wilton with a budget <=\$2,000, Max to put in request with Sarah**
 - a) Motion by Bill Olmstead**
 - b) Second by Christian Billella**
 - c) All in Favor**
 - d) None Opposed**
 - e) None Abstained**
- 3. EDC to not participate in Wilton Historic Society Panel**
 - a) Motion by Kim Purcell**
 - b) Second by Bill Olmstead**
 - c) All in Favor**
 - d) None Opposed**
 - e) None Abstained**



Wilton Economic Development Commission
wiltonEDC.org

-
4. **Send clear communication to Wilton Historic Society on reason for EDC Not participating in panel**
 - a) **Motion by Bill Olmstead**
 - b) **Second by John DiCenzo**
 - c) **All in Favor**
 - d) **None Opposed**
 - e) **None Abstained**

III. Discussions

- A. **Discussion with Dom Musilli**
 1. **Dom pointed to improving retail landscape with new developments coming to Wilton and interest on the part of landlords and developers**
 2. **Wilton needs to build awareness**
 3. **Potentially have a site so people can access information more from a consumer perspective**
 4. **Develop local culture and activities and promote it to attract people**
 5. **Open to bring builders and landlords to have discussion with the town**
- B. **Max and Kim presented Wander Wilton Strategy and Plan**
 1. **Test the strategy by focusing on attracting second home buyers to Wilton before scaling the campaign**
 2. **Develop microsite to support the test and make it consumer friendly and leverage as much existing content as possible**
 3. **Sarah to help coordinate various partners, organizations and businesses to participate in the build of the site with content (site will aggregate information)**
 4. **Detailed test plans to follow post budget release**
- C. **Tabled Wander Wilton printed brochure and focus on Digital**
- D. **Discussed participation in Wilton Historic Society Panel by EDC**
- E. **EDC members to read up on Fairfield Business Council Services and discuss in next meeting**

IV. New Business

- A. **None**

V. Adjournment

- A. **Meeting adjourned at 9:12 pm**
 - B. **Next Meeting Scheduled: Wednesday, October 11, 2019, 7:15 p.m., Comstock Community Center, Room 18**
-