

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



Wilton Town Hall
238 Danbury Road
Wilton, CT 06897

Wilton Economic Development Commission
wiltonEDC.org

SPECIAL MEETING MINUTES

TUESDAY, SEPTEMBER 03, 2019, 7:15 p.m., Comstock Community Center, Room 18

I. Call to Order@ 7:25 pm by Chair Prasad Iyer

Attendance

Members Present: Prasad Iyer, Kim Purcell, Max Fanwick, William Olmstead, Tracy Serpa

BOS Liaison: Absent

Town Liaison: Sarah Gioffre

Members Absent: John DiCenzo, Christian Bilella, Marybeth Stowe

Press Present: None

Guest Speakers: None

II. Motions

None

III. Discussions

- A. **Wilton as a second home destination campaign proposal**
 1. **Discussed the development of a proposal for a test campaign to**
 - a) **Attract potential second home buyers living in NYC**
 - b) **Primary Home buyers who currently live in apartments and looking for school district**
 - c) **Primary home buyers who wish to get more home for their money than some of the neighboring towns**
 - d) **Proposal to be presented in the meeting on September 11th, 2019**
- B. **Wander Wilton printed brochure proposal – Tabled for regular meeting**
- C. **Using Wander Wilton as a wrapper for various marketing initiatives**
 1. **Reviewed strategy presentation for Wander Wilton**
 2. **Max to add “buyer” audience to the target audience slide**
 3. **Full proposal to be presented in September 11, 2019 meeting**
 - a) **Leverage all creative assets currently available**
 - b) **Plan to build out the Wander Wilton site (similar to NC site)**
 - c) **Assign resources to gather information from various attractions in town (e.g. Weir Farm, Minks to Sinks, Library, NRVT, Town Forest etc) for the new website**
 - d) **Leverage the brochure idea to implement in digital**



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4. Kim to help Max to break out the testing plan for item #A above

D. EDC Participation in Wilton Historical Society Panel – Tabled for regular meeting

IV. New Business

A. None

V. Adjournment

A. Meeting adjourned at 9:06 pm

B. Next Meeting Scheduled: Wednesday, September 11, 2019, 7:15 p.m.,
Comstock Community Center
