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Vivian Lee-Shiue, *Chair*
Brad Unger, *Vice-Chair*
Tracy Serpa, *Secretary*
Jennie Wong, *Treasurer*
Daniel Berg
Christian Billella
John Kelly
Kimberly Ann Purcell
Melissa-Ann Rotini
John Wilson

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ECONOMIC DEVELOPMENT COMMISSION

Regular Meeting Minutes April 18, 2018

Commission members in attendance: Christian Billella, Kimberly Purcell, Melissa Rotini, Vivian Lee-Shiue, Brad Unger (remote), and Jennie Wong.

Guests: Lori Bufano (BoS), John Diczno (Chamber of Commerce), Patrice Gillespie (Energy Commission), Eleanor Sasso (Enlighten Wilton), Susan Wall (Enlighten Wilton)

Call Meeting To Order:

1) Ms. Lee-Shiue called the meeting to order at 7:18 pm.

Administrative Items:

2) Ms. Serpa made a motion to approve March 14 minutes, seconded by Ms. Rotini and the motion carried 5:0 with Ms. Purcell abstaining.

3) Ms. Purcell introduced herself as a new commissioner attending her first EDC meeting.

4) Mr. Billella made a motion to amend the agenda to add a topic of EDC liaison to POCD meetings. Ms. Serpa seconded, and the motion carried 6:0.

5) Ms. Lee-Shiue reminded that the term for all members of the EDC was set to end on June 30, 2018. She suggested all members notify Ms. Lynne Vanderslice and her secretary Ms. Jacqueline Rochester in writing of the intention to renew, or not renew, within the next month to allow the Board of Selectmen some lead time to fill in the vacancies.

6) Ms. Lee-Shiue announced that EDC member and POCD liaison, Mr. John Wilson, had decided not to renew his term ending June 30, 2018. The EDC needs to elect a replacement liaison. After a brief discussion surrounding POCD meetings frequency, schedule, and commitment, Mr. Billella and Ms. Rotini volunteered to be alternate liaisons. Ms. Serpa moved to nominate Mr. Billella and Ms. Rotini as alternate liaisons to POCD, Ms. Lee-Shiue seconded, and the motion carried unanimously.

7) Ms. Lee-Shiue proposed that election of all of the EDC officers to be held during the next meeting, May 9th. Interested members may contact Ms. Lee-Shiue in writing.

New Business:

8) Ms. Sasso and Ms. Wall introduced themselves as representatives from Enlighten Wilton Committee, a group that was formed to bring Holiday's festivities back to Wilton Town Center. Their goal was to decorate the town center during the holiday's season with previously purchased and privately funded

Town's holiday banners (including the Joy, Dove, and Peace banners. They also proposed to brighten the Town Center during the Holiday's seasons with LED holiday's lights. Ms. Bufano informed that the Town already owns LED Christmas tree lights and decorative LED lights for lampposts in Town Center. The Garden Club raised the fund for these LED lights in 2015. Discussion ensued over inclusivity of the holiday's decoration and the logistics of decorating the town center, including getting necessary permission from private owners, locating power source, and labor cost to mount the decorations. Ms. Shiue commented that this project is in line with EDC's EDC's community outreach and goodwill efforts and EDC members present agreed that we can help with the proposal. The next step is for the Enlighten Wilton Committee to get more details of the logistics and additional cost involved.

6) Ms. Lee-Shiue reported that a local business approached the EDC to organize a program where local businesses paid to sponsor a joint flag with its business logo. The joint flag, similar to the one organized by the Chamber of Commerce in Ridgefield, was projected to cost around \$500. The goal was to raise awareness of the sponsoring business. It was decided for the EDC to first understand the level of interest from the Chamber and its members before proceeding. Mr. Dicenzo agreed to communicate with the Chamber and members.

Old Business:

7) A reminder that the next POCD meeting on April 19th will cover the topic of town facilities, recreation, and infrastructure. POCD meeting covering the Wilton Town Center would be held on May 17th.

8) There has been no new update on Wilton Survey Working Group spearheaded by Mr. Kelly for the Board of Finance. Mr. Unger mentioned that he extended an invitation to Mr. Jeffrey Rutishauser, the Chair of Board of Finance, to speak at upcoming EDC meeting to discuss the Budget, in particular, the School Budget.

9) Ms. Rotini reported that she was still gathering facts about signage regulations from surrounding towns: Ridgefield, Darien, New Canaan, Westport, and New Milford. She would like to compile by towns and present her findings at a later meeting.

10) Mr. Unger and Ms. Lee-Shiue recapped the background of Digital Marketing Strategy that Mr. Unger initiated last year. Ms. Lee-Shiue suggested that, given their work experience, for Ms. Purcell and Mr. Billella to meet with Mr. Unger as a working group, with the hope they can come up with a better digital marketing strategy proposal to present to the Board of Selectmen.

11) Ms. Lee-Shiue summarized the digital marketing brochure that got stalled. Ms. Lee-Shiue explained the challenge to publish a digital brochure that is readable but at the same time substantive. Ms. Wong would present a version of the brochure at the next meeting for further brainstorming.

12) Ms. Gillespie provided a brief update on Sustainable CT initiative. Wilton is qualified for the bronze certification. She encouraged EDC members to visit sustainablect.org website and find a roadmap to help with the certification submission. The deadline for the application submission is May 1st.

Open Discussion:

13) EDC members and remaining guests, Ms. Bufano and Mr. Dicenzo, held a debrief on the meeting with Andy Pforzheimer (Founder of Barteca) and David Genovese (Baywater Properties).

Adjourn:

14) With no other business, Ms. Wong made a motion to adjourn at 9:22 pm, seconded by Ms. Rotini and motion to adjourn passed unanimously.