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2018 OCT 15 A 11: 48

BY: *af*

EDC Meeting Minutes Oct 10

Attendees

Melissa Rotini
Christian Bilella
John DiCenzo
Brad Unger
Kim Purcell
Prasad Iyer (arrived 7:24)
Max Fanwick (arrived 7:31)
Tracy Serpa
Sarah Gioffre

Call the meeting to order at 7:20pm
Melissa motioned to approve the minutes
Kim seconded

Sarah sent the team Guide to Serving on a Town Board/Commission
Congratulations to Michael Hund as the newest member of the EDC

Melissa motioned to reorder the agenda, Kim seconded

Old Business

Jenny is not here and cannot give us the update on the brochure and social media

SIMM

Shenk's Island Merwin Meadows Committee: Established to help us make better use of the land

- Committee had representation from a number of boards included the EDC. Dan Berg was representing the EDC on the committee until he resigned two weeks ago. Currently going through an RFP process.
- SIMM selected a landscape architect, expect to sign in the next few weeks and then they will start on their concept plan to renovate MM as a recreational spot, maintain Schenk's as a natural space, maybe a concert venue, with NRVt connecting the two. Originally met every two weeks and anticipate meeting again as architect gets going.
- The open spaces are an important part of marketing our town.
- Kim was unanimously appointed to represent the EDC on the SIMM

Wilton 2029 Vision (POCD)

- Draft was shared with the commission
- Looking for big picture comments by Nov 8
- Melissa is representing the EDC

- Discussion about the POCD process; The committee will report on what the citizens want and make recommendations about what we'd need to do, e.g., to P&Z to fit it in. May include other agencies/departments, e.g., water pollution control authority board, social services, etc. It's just a guideline, not a master plan

Strategy- Role of the EDC

- BOS met a few months ago and provided a POV of what they considered priorities for the EDC
- We need to consider whether we want to address all or prioritize? Felt we spread ourselves too thin previously

	BOS Priority	Position	Owner to Evaluate/Report back next month
1	EDC will review and provide a position, if appropriate, to development applications that may have an economic development component	Agree: Limit review to economic viability/impact on economics of the town	N/A
2	Inform residents about Wilton's business committee, write newspaper articles, etc.	EDC not convinced we have the time on a volunteer basis or that this will have a significant impact. Lower priority	N/A
3	Strengthen ties to business committee by hosting seminars, round tables, etc., with the library, chamber of commerce and other organizations	Agree this is a potential option, e.g., annual business round table)	John
4	Explore incentive and business assistance programs	Our biggest opp to impact the economy. Look for opps not funded by Wilton, e.g., CT Innovations and SBA. Have an online resource for people to explore options	Christian
5	Develop proposed changes to signage regulations	Already in progress	Melissa
6	Explore opportunities for joint	Stay connected, look for opps	Brad

	<p>economic development efforts with Ridgefield and Redding. Talk to towns with and without paid support to understand benefits</p> <p>Then: Expand Sarah's hours to allow her to develop additional initiatives and hire an economic development resource/consultant to support specific activities</p>	for cross-promotion. Include WESCOG	
7	New: Branding/marketing the town		Max
8	Once POCD completed, EDC should monitor progress	Agree this is a good opp; Make a strawman of what goals might look like	Prasad
9	New: Recruit new businesses or look for residents interested in investing in the community.	Also provide resources and help link to local investors may be more willing to invest in a business that won't get funding from a major corp.	Kim

Report back for November meeting

- Expand upon vision a bit
- Economic development created?
- Cost associated?
- Viability- can EDC/town do this?

9:24 Motion to adjourn (Christian); Seconded (Melissa)