

RECEIVED
TOWN CLERK

2023 MAR 29 PM 2:15

ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTE

JANUARY 17, 2023 – Town Hall

TOWN OF WILMINGTON, MA

Meeting called to order at 6:07pm

Attendees/Roll Call: Mike Champoux, Valerie Gingrich, Robert Oliveri, Patrick Giroux, Suzanne Sullivan, Carol Boisvert

Jayne Wierzbicki was also in attendance.

- Pledge of Allegiance
- October Meeting Minutes were approved.
- Tom Stirling from Stirling Brandworks was in attendance to present the Wilmington Creative Review and the Go-To-Market Campaign Strategy. He stated the overriding goal is to create enthusiasm in existing businesses.
- Creative Review:
 - o We reviewed the logo and messaging. Tom noted that consistency builds the brand.
 - o We reviewed the final campaign video – highlighted community, presenters, introduction of rotating messaging. All was received very positively by the WEDC team.
 - o The Training Video and Training PDF were not presented as they are resources for business.
 - o We reviewed the campaign landing page, signage, and other templates for use.
- Go-To-Market Campaign Strategy:
 - o Tom defined the audience as #1 Business #2 residents.
 - o Channel Planning – we reviewed the various paid media resources available to promote the messaging from high tech (mobile geofencing) to low tech (billboards). We also reviewed how to capture the information through touchpoints. For example there will be a QR code on the landing page for inquiries that will go through to Jayne. Tom provided a media cost summary with an estimated 3 month cost of \$18,750 if we utilize all 6 recommended sources for the full time period. He also include a campaign cost summary since inception with Stirling Brandworks. Tom suggested we may want to also target the community to “make some noise”.
 - o Marketing Communication Plan – Tom listed the campaign stakeholders: community partners and town leadership, and the need for Ambassadors. We also need to pick a launch date both internal and external. He suggested meeting with the Chamber of Commerce and having a community awareness event (July 4th?) Recommendations were listed for both resident and external roll out strategies. A suggested schedule from March through July was recommended to test waters, refine, solidify and measure campaign results.
 - o Key Performance Indicators – reviewed the methodology to measure the results of the various tools used in the campaign.
- Q&A with Stirling and the WEDC
 - o Mike – metric for success? Resident awareness is good but 3 business opportunities or inquiries = success

- Suzanne – define our goals 1st. Inquiries plus milestones: inquiry, processing, permitting, etc. probably best.
- Val – focus on sectors. We already are hot bed for industrial development. Focus on restaurants, entertainment, etc.
- Rob asked about total recommended Stirling costs quoted. Time explained that the % can change by turning various channels off/on.
- Mike suggested maybe planning budget for small stuff, go to town meeting for bigger \$s.
- Val – her dept has budgeted for consultant services and haven't used it. Now through June \$12K Noted this will be a difficult budget year. Tom reminded us that channels can be turned on/off
- Rob – is Jeff a buy in on WEDC campaign?
- Val said she has brought up what's in budget.
- Mike - Put in allowance for marketing plan?
- Val - Not approved, \$12k is all available. Suggests internal trainees, town IT group has capabilities.
- Suzanne mentioned Seurat and 3D printing.
- Val - lots of high tech/R&D. She and Jayne are talking about doing an inventory. Tom noted it would be great to add future businesses to homepage.
- Mike – What's next? Not \$18k. Can Stirling budget with \$12k that is available?
- Tom/Stirling – suggest we go before selectboard, how are we sharing with Selectboard?
- Carol suggested we seek discounted materials too. Mike said he can help with that. All agreed we need stickers for town events, store doors, etc.
- Tom/Stirling – will lay out reduced costs and “out of pocket” costs
- Val – What dollars are we asking of selectboard for launch?
- Mike – we won't. We'll work within our \$12k budget.
- Suzanne – we should ask selectboard for dollars now. Could be a side article away from budget.
- Val – Capital plan.
- Carol – are there any other external sources for money or other covid related dollars available?
- Val – The ARPA (American Rescue Plan Act) Façade Improvement Program dollars, \$300k is available. The program hasn't been rolled out yet. Maybe could shift within categories. Would need to talk with Jeff and Selectboard. Would like another WEDC meeting to talk about façade dollars because they are going to start in the spring. The Application is due in the summer, awards in the fall and 1 year to do improvements. Need to know what we get for \$12k from Stirling before our next meeting. Need an outline.
- Tom/Stirling – 2 versions – their organization and out of pocket submitted by 1/27. He also asked what date we will go live.
- Val – March. The next selectboard meeting is 2/13 so WEDC will need to meet before.
- Tom Stirling thanked us and we continued with our regular agenda.

- Report from Planning office on recent projects:
 - o Jayne shared that there are more industrial proposals for 38 Upton Drive: Seurant is the 3D printing company that was mentioned at our last meeting. 6K is another company which has a product using sustainable plasma as a battery substitute. Their headquartered in N Andover and have received money to build and R&D manufacturing site. Chipotle is seeking permitting for the Rite Aid site. There are traffic issues related with that site.
 - o Suzanne asked about the Dinette World site.
 - o Val, that is used for fine art storage. Also, 800 Salem Street (Lynch currently) want to redevelop into a large warehouse.
- Suzanne (and Rob) noted that the MBTA flags aren't going to happen. The town would have to maintain all parking lot IF we put up the flags! Public Law 729 "under light". We need to fix the by law about in town property and private business advertising. Adopt-a site initiatives wouldn't be able to advertise. We also want to do pole banners for our initiative.
- Mike suggested we view other town by laws to see how they do it.
- Val noted that she and Jayne will be pulled heavily into façade the program.
- Mike foresees a dog & pony show to the chamber, wow, etc.
- Next Meeting: February 8, 2023
- Meeting adjourned at 8:25pm

Minutes submitted by Carol Boisvert