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Wilmington Economic Development Committee (via Zoom)
Meeting Minutes April 13, 2023

TOWN OF WILMINGTON, MA

Meeting was called to order by Chairman Champoux at 6:05 p.m.

Present :

Committee Members Micheal Champoux, Valerie Gingrich, Patrick Giroux, Greg Maynard, Rob Oliveri, Suzanne Sullivan, Carol Boisvert

Also in Attendance was Jayne Wierzbicki

Pledge of Allegiance

Minutes:

Some small edits were made to the February 8, 2023 meeting minutes. Motion made and seconded to approve; voted unanimously to approve.

Jayne provided the Committee with an update on various developments around town:

- Code One BBQ was featured in a Boston Globe article.
- Gulf Simulate will be opening at 2 Lowell Street, next to Tremezzo
- MKL Stone at the old Salvation Army location will also house a gym in the building.
- Camber Development will be building a 200k sq. ft. warehouse at 800 Salem Street (next to Benevento). They will be marketing for tenants.
- 2-3 Lowell Street (corner across from Textron) have asked for permitting to market as a coffee shop and to change "office and retail" to "retail and restaurant"
- 154 West Street (Reading line) – occupancy for redevelopment to granite company
- LaRosa if going to move to the old Panera location; working on a liquor license.
- Jayne has made changes (updated and refreshed) to the EDC website on the town page.

Branding Project "It Starts Here" – Val & Jayne

- Val, Jayne and Mike met with Stirling about 1 ½ weeks ago with the following outcomes:
- Paid, targeted business ads through Linked In will be handled by Stirling.
- Organic posts through town social media will target the community.
- Both targeted and organic ads will be sharable and will be animated.
- The landing page has been finalized.
- Stirling provided a rollout calendar. Generally 1x per week change on social media through April, May, June. Ends July 1; we'll then regroup and review.
- Total budget was \$12k; Stirling came in at \$10k.
- Ideas for additional \$2k: can be used for stickers with QR code, printed materials, lawn signs for July 4th town events, bumper stickers
- Pat said he already had approval for lawn signs for common for 4th, Rob said could be used for Memorial Day services too. We'd need permission to place signs elsewhere.
- Mike mentioned need to consider how to distribute various materials and pricing. Val said she would get quotes.
- "It Starts Here" stickers with QR code would link to all 5 messages. Mike was concerned about businesses using window "real estate" so make stickers smaller in size.
- Committee should share Social Media (town & Linked In). Be prepared for comments on Facebook.

- The committee will be called upon to help with Façade Improvement solicitation to businesses as well as branding efforts.

Committee Restructuring:

- Mike informed the committee that he will be stepping down as Chairman at the end of April.
- He is not leaving the committee and will offer his support to the new Chairperson.
- No one from the current committee stepped up to replace Mike.
- A discussion ensued about adding new members as the committee has lost members over time. Mike will solicit Jeff for recommendations for new members. Mike also asked if the current committee members could make recommendations as well.
- Carol asked if the committee oversight could be assumed by Val & Jayne with oversight of the current and/or expanded committee membership.
- Mike was recognized by the committee members for his significant dedication, contributions, and accomplishments while committee chair.

Façade Improvement:

- Val will have applications out late this month.
- There is a July deadline for businesses to submit.
- Applications will be approved late summer/September.
- There is a need to get to key businesses and Val will be looking for committee members to help reach out.

Mike reminded members that the online ethics training needs to be completed by **April 30th**

No New Business

No Public Comments

Val makes motion to adjourn at 6:59 p.m. Rob seconded, so voted unanimously by the Committee.

Next meeting date has not been set.