

Town of Wallingford
Economic Development Commission
45 South Main Street, Room 311
Wallingford, CT 06492

MARKETING COMMITTEE & RETENTION INCENTIVES COMMITTEE
Economic Development Commission
SPECIAL Meeting Agenda
Friday, March 17, 2023 @ 12:00 p.m.

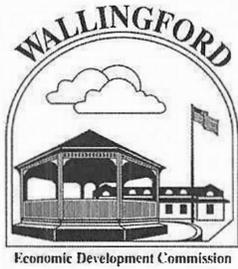
Town Hall, Room 205
45 South Main Street
Wallingford, CT 06492

1. Discussion and possible action on Marketing Committee special meeting minutes of February 24, 2023 (*attached*)
2. Discussion: Billboards
3. Discussion: Brokers Breakfast Events 2023
4. Discussion: Possible updates/revisions on Incentive Programs
5. Discussion: Promote website and Incentive Programs to existing and potential Wallingford businesses
6. Discussion: CRM for Economic Development Staff
7. Next meeting:

c: Town Clerk
EDC Staff

ec: Mark Gingras Ray Andrewsen, QCC
Patty Powers Maribel Carrion, QCC
Anthony Bracale Record-Journal/Htfd. Courant/NH Reg.
Rob Fritz GovMedia Website
Gary Fappiano Jessica Wysocki Bill Comerford

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Economic Development Commission
MARKETING COMMITTEE & RETENTION INCENTIVES COMMITTEE
SPECIAL Meeting Minutes
Friday, February 24, 2023
12:00 p.m.

The Marketing Committee & Retention Incentives Committee special meeting was called to order at 12:00 p.m. by Marketing Committee Chair Gingras.

Attendance: Marketing Committee - Chair Gingras, Commissioner Fritz, Commissioner Bracale
Retention Incentives Committee - Chair Powers, Commissioner Fappiano
Staff - Joe Mirra, and Secretary Hoppes
Guest - Wes Krombel, resident

- 1. Discussion and possible action on Marketing Committee special meeting minutes of January 26, 2023** - Anthony Bracale made a motion to approve the minutes as presented. Rob Fritz seconded the motion. Minutes were unanimously approved as presented.
- 2. Discussion: Billboards** – The committees had a discussion regarding the billboard artwork and landscape clearing. Secretary Hoppes will forward artwork updates to Wallfrog and continue to gather quotes for the landscape clearing. Once final artwork and landscape quotes are received, Hoppes will forward to the committees for input.
- 3. Discussion: Downtown Developers / Historic Railroad Station Re-Use Project** – Mirra updated that staff is continuing to gather information from developers. One challenge is figuring out profit margins/return on investment for a possible developer and for the town. Application deadline for Round 3 of the CT Communities Challenge Grant is May 3, 2023. The EDC will continue gathering information and have another update at the EDC Regular Meeting on March 6th.
- 4. Discussion: Brokers Breakfast Events 2023** – The committees had a discussion on the demographics of these events; including but not limited to, who is invited, when the first meeting should take place, what topics will be the main focus of the first meeting, etc. Powers stated that she is willing to facilitate these events. Committees agreed to set a tentative date for May 15, 2023 for the first Broker's Breakfast event. Commissioners will

create a list of agenda items and invitees for the first event. Secretary Hoppes will gather information from past events and forward to the commissioners.

5. **Discussion: Possible updates/revisions on Incentive Programs** – The committees had a conversation regarding verbiage changes to the current incentive programs. Fappiano suggested that the verbiage needs to be modified from “business” to “building” for businesses that have more than one building or property in town. Currently the incentive programs encompass the entire business and companies cannot apply for more than one incentive program at a time even if it is for two different buildings. (i.e., a company campus that has a manufacturing building and an office space building cannot apply for the Manufacturing Real Property Tax Incentive and the Office Space Real Property Tax Incentive at the same time.) Fappiano will submit his suggestions to legal for review and bring to the next meeting.

6. **Discussion: Promote website and Incentive Programs to existing and potential Wallingford businesses** – Commissioners are working towards pinpointing a Top 5 Industry List for Wallingford. The Committees would like to focus on what their needs are, what types of businesses support their needs, and what local resources are available to them. This discussion will continue at the next meeting.

7. **Discussion: CRM for Economic Development Staff** – Commissioners Patty Powers and Anthony Bracale will work with Secretary Hoppes to go over how the CRM will be used, and gather pricing for CRM’s that fit our needs. Material gathered will be discussed at the next meeting.

8. **Next meeting:** TBD

The meeting adjourned, by unanimous vote, at 1:02 p.m.

c: EDC Staff

ec: Marketing Committee
Retention Incentives Committee
Town Clerk