

Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311
Wallingford, CT 06492

November 26, 2025

TO: Members of the Economic Development Commission
FROM: Stacie McCarthy, EDC Secretary
SUBJECT: Regular Meeting Agenda – Monday, December 1, 2025 @ 6:30 p.m.
LOCATION: Town Hall, Room 315
45 South Main Street
Wallingford, CT 06492

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Consent Agenda** *Note: All items listed under 'Consent' will be enacted by one motion. Commissioners can request to remove an item from consent. **(One Motion covers all items)***

- Adopt Meeting Minutes dated November 3, 2025
- Adopt Monthly Expenditure Reports – October 2025
- Adopt 2026 EDC Regular Meeting Schedule

4. **Items removed from Consent**

5. **Reports**

- a. Committee Reports
 - Retention & Marketing
 - Planning & Zoning
 - Housing/Workforce Development/Education
- b. Economic Development Specialist / Staff
- c. Chairman

6. **Old Business**

- a. Update on Historic Railroad Station – No Update
- b. Update on Tracy – No Update
- c. Update on Enforcement Ordinance – No Update
- d. Discussion and Possible Action – Customer Relationship Management (CRM)

7. **New Business**

- a. EDC Representative to Plan of Conservation and Development Steering Committee

8. **Commission Around Town** (Comments/concerns)

9. **Adjournment**

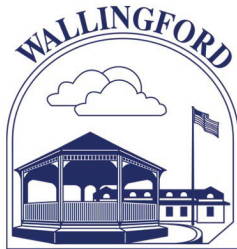
Dates to Remember:

12/05 – Holiday Stroll
12/06 – Seasons of Celebration
12/08 – P&Z Meeting
12/09 – Wreaths across America
12/09 - Town Council Meeting
12/11 – POCD Plan Kickoff Meeting
12/25 – Closed / Christmas

Individuals in need of auxiliary aids for effective communication in programs and services of the Town of Wallingford are invited to make their needs and preferences known to the ADA Compliance Coordinator at 203-294-2070 five days prior to meeting date.

EDCREGMAg120125

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

Economic Development Commission
Regular Meeting Minutes
November 3, 2025

Present:

Anthony Bracale, Chair
Carl Casper, Commissioner
Rob Fritz, Commissioner
Gary Gonzalez, Commissioner
Nick Lombardi, Commissioner
Austin McAnneny, Commissioner
John Bau, Alternate
Susan Gomes, Alternate
Amy Souchuns, Alternate

Absent

Frank Apuzzo, Vice Chair

Others Present:

Don Crouch, Economic Development Specialist
Stacie McCarthy, EDC Secretary

1. **Call to Order:** Chair Bracale called the regular meeting of the Economic Development Commission to order at 6:30 p.m.
2. **Pledge of Allegiance** – Chair Bracale led the Commission in the Pledge of Allegiance.
(Commissioner Fritz arrived at 6:32PM)
3. **Consent Agenda:**
 - **Commissioner Casper made a motion to approve the Consent Agenda. Commissioner Gomes seconded the motion. Consent Agenda was unanimously approved.**
4. **Items removed from Consent:** None
(Commissioner Bau arrived at 6:34PM)
5. **Reports:**
 - a. **Committee Reports:**
 - Planning and Zoning Committee**
No update was provided as the Committee has not met. However, Commissioner Casper suggested coordinating a subcommittee meeting to explore how the EDC can most effectively assist and collaborate with the Planning and Zoning Commission. The group discussed and agreed with this approach, and Chairman Bracale requested that Commissioner Casper

47 schedule the subcommittee meeting. Mr. Crouch also reminded the group that the Town has
48 opted to participate in the Connecticut Municipality Development Association (CMDA), and their
49 work with the Town will begin in the near future. This collaboration will require participation from
50 the Planning and Zoning subcommittee.

51
52 **Housing/Workforce Development/Education Committee**

53 No update as Committee has not met. However, Commissioner Gomes reminded the
54 commissioners that *'Wallingford Works for Housing'* continues to have open discussions and
55 housing forums to gather information related to housing needs in town. She informed the group
56 that the next forum is scheduled for November 11, 2025, at Yellow Kings Brewery and
57 encouraged ED Commissioners to attend to hear the feedback firsthand. Commissioner Fritz
58 asked the group whether the housing initiative is supported by the Town or if the need has arisen
59 as a result of Connecticut's 8-30g law. The group discussed and agreed that the Town supports
60 this initiative as Wallingford is below the 10% affordable housing 8-30g threshold. Commissioner
61 Lombardi also emphasized the need for greater education around affordable housing, noting that
62 raising awareness and sharing factual information will help the EDC contribute more effectively
63 to these conversations and advance the overall initiative. Chairman Bracale asked the
64 subcommittee to collaborate on developing a plan to guide the EDC's support of this initiative
65 moving forward. He also assigned Commissioner Fritz to serve as a member of the
66 subcommittee.

67
68 **Retention and Marketing Committee**

69 Commissioner Lombardi reminded the group of the numerous business visits conducted over the
70 past several months, including stops at the Roehm Innovation Center, Ross Production Services,
71 Swagelok, and several downtown businesses. He emphasized how informative and valuable
72 these meetings have been. Commissioner Lombardi also shared his intention to facilitate a
73 meeting between Wallingford Center Inc. and the Quinnipiac Chamber of Commerce to develop
74 a collaborative business retention strategy aimed at effectively supporting all local businesses.
75 He confirmed that the meeting will take place in the near future and that he will report back to the
76 group when appropriate. Chairman Bracale requested to be included in this meeting.

77
78 **Manufacturing Business Roundtables**

79 Chairman Bracale reviewed a list of manufacturing businesses in town. Staff provided the list and
80 he is developing a plan based on this initiative. He distributed a draft outline highlighting potential
81 focus areas such as workforce development, technology, supply chain, healthcare, research and
82 development, tariffs, business expansion, and community involvement. The group discussed
83 opportunities to connect similar businesses. Commissioner Casper suggested a collaborative
84 discussion between local wineries and breweries. Chairman Bracale noted that the logistics still
85 need to be finalized and stated that he will continue refining the plan, which he intends to share
86 with the group soon, with the goal of implementing it in the near future.

87
88 **b. Economic Development Specialist / Staff Report**

89 Mr. Crouch provided the following updates and reminders:

- 90 • The Campus at Green Hill property at 108 Leigus Road went up for auction on October 16,
91 2025, and is currently under contract for \$8.7M. Note, the building is currently 40% full and the
92 new owners are looking to develop the remaining 104 acres of property.

- Ascend Bank held the Grand Opening of their Operations Center at 95 Barnes Road on October 27, 2025.
- WCI is holding meeting with Merchants and Business Owners on November 12, 2025, to discuss the rear façade and parking lot projects.
- A Public Information Meeting/Intersection Safety Study is scheduled for November 5, 2025, at 6PM regarding Parker Farms Road, Hope Hill Road and Highland Avenue.

c. Chairman Report

No update to report; however, Chairman Bracale previously provided an update regarding Manufacturing Business Roundtables.

6. Old Business:

a. Update on Historic Railroad Station –

Mr. Crouch reported that the Historic Restoration Fund (HRF) grant has been resubmitted and, if approved, could be used for exterior repairs to the building. He added that Mayor Cervoni is exploring other grant opportunities that may support interior repairs. Commissioner Fritz asked whether there had been any updates regarding the future use of the building, suggesting that the Town may wish to focus on the first floor only. He noted that the EDC had previously presented a proposed use plan to the Town Council, but it was not adopted.

b. Update on Tracy – Mr. Crouch notes that J&D Auto Sales has made significant improvements to their property at 1224 Old Colony Road.

c. Update on Enforcement Ordinance – No update.

d. Customer Relationship Management (CRM) – No Update as Chairman Bracale has not reviewed this initiative since last meeting.

7. New Business:

- a. Guest Presentation:** Gary Ciarleglio, Quinnipiac Chamber of Commerce, Community Cheer Sponsorship \$500 – Mr. Ciarleglio was absent from this meeting; as a result, EDC has requested Mr. Ciarleglio submit a letter explaining the sponsorship request for the Commission to consider.
- b. Wallingford Worldwide Award:** Mr. Crouch conveyed that Mayor Cervoni would like to create an award to honor local manufacturers and businesses that embody the *Wallingford Worldwide* initiative's values of innovation, community engagement, and global reach. The group expressed support for the idea and discussed various ideas. The Marketing Committee will explore these ideas further.

8. Commission Around Town

- Commissioner Fritz reported that he did not like the sign placement of the 'Library Card Sign up Month'. Many signs were left well past the month and also in the flower pots downtown which WCI has done a good job of painting.
- Chairman Bracale reminded the group of the importance of the Mayor's Business Visits and encouraged Commissioners to promote and patronize local businesses to help ensure their continued success. The group then discussed ways to increase exposure, particularly for smaller downtown merchants. Commissioner Lombardi noted that efforts are underway to foster a more collaborative relationship between WCI and QCC. He also reminded the group that WCI employs a part-time Social Media Coordinator who is available to assist downtown merchants with their social media marketing efforts.
- Chairman Bracale requested that the committees meet prior to the next EDC meeting and be prepared to provide updates on the priorities and objectives discussed at this meeting.

There being no further business, Commissioner Lombardi made a motion to adjourn the meeting at 8:00 p.m.; Commissioner Fritz seconded the motion. By unanimous vote, the motion carried.

Sincerely,

Stacie McCarthy

Stacie McCarthy, Secretary

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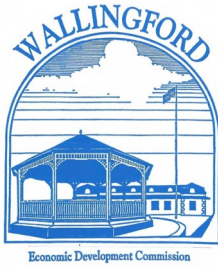
THROUGH 10/31/25

4/12 = 33%

FOR 2026 04

	ORIGINAL APPROP	REVISED BUDGET	YTD EXPENDED	MTD EXPENDED	ENC/REQ	AVAILABLE BUDGET	PCT USED
10011050 ECONOMIC DEVELOPMENT COMMISSIO							
10011050 51000 REGULAR SALARIES &	107,087	107,087	36,610.92	10,169.70	.00	70,476.08	34.2%
10011050 55110 TRANSPORTATION REIM	1,000	1,000	.00	.00	.00	1,000.00	.0%
10011050 55405 PROMOTIONAL EXPENSE	30,250	30,250	2,982.00	.00	5,153.00	22,115.00	26.9%
10011050 56100 OFFICE EXPENSES & S	2,500	2,500	245.82	129.22	818.66	1,435.52	42.6%
10011050 58735 OPERATING EXPENSES	1,500	1,500	463.80	12.65	.00	1,036.20	30.9%
10011050 58810 DUES AND FEES	2,500	2,500	770.75	770.75	.00	1,729.25	30.8%
TOTAL ECONOMIC DEVELOPMENT COMMIS	144,837	144,837	41,073.29	11,082.32	5,971.66	97,792.05	32.5%
TOTAL EXPENSES	144,837	144,837	41,073.29	11,082.32	5,971.66	97,792.05	
GRAND TOTAL	144,837	144,837	41,073.29	11,082.32	5,971.66	97,792.05	32.5%

** END OF REPORT - Generated by Maggie Maldonado **



Town of Wallingford

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

December 1, 2025

***** DRAFT*****

ECONOMIC DEVELOPMENT COMMISSION **Meeting Schedule for 2026**

The Economic Development Commission will meet at **6:30 p.m.** in **Room 315** in Wallingford Town Hall on the following **Mondays**:

Monday, January 5*
February 2
March 2
April 13**
May 4
June 1
July – No Meeting/Summer Recess
August – No Meeting/Summer Recess
September 14**
October 5
November 2
December 7

Anthony Bracale, Chairman
Economic Development Commission

(Meetings are typically held the first Monday of each month in Room 315, if there is a change to the date, time, and/or location it will be noted on the corresponding meeting agenda.)

***Meeting time 5:30PM**

****Second Monday of the month**

c: Mayor's Office

ec: EDC Commissioners/Staff
Quinnipiac Chamber of Commerce
GovMedia / Website
Town Clerk (for TC and posting)
Wallingford Center, Inc.

Economic Development December 2025 Staff Report (11/24/25)

Business Attraction

- Town Planner and Don Crouch – 892 North Colony project.
- Meeting with 55 Kondracki Lane developers to discuss project.
- Town Planner and Don Crouch met with developer to discuss Church St. project.
- Town Planner and Don Crouch met with Roz Gallagher regarding various downtown parcels.
- Town Planner and Don Crouch met with developer on potential housing projects.

Business Retention & Expansion

- Mayor/Town Councilor Tatta and Don Crouch attended ribbon cutting for Smilen Dentist moving from Church St to the old West Side Market.
- Attended Allnex Community Advisory Board meeting.

Community Engagement

- Mayor, Town Planner, ZEO, and Don Crouch met with WCI and downtown landlord/tenants to discuss façade program and proposed Downtown Community Enhancement Projects.

Department/Industry activities

- Multi-department session on asset management platform.
- Staff meeting with POCD consultants.
- Multi-department meeting – SmartGov secondary address source.
- Met with Mayor/EDC on 55 Kondracki timeline.
- Stacie and Don met with Constant Contact to look at platform.
- Attended SCROG municipal shared services project briefing for Mayor.
- Research meeting with AI for Econ Dev (GIS)

Social Media Metrics

- 423 followers to EDC LinkedIn page. Last report was 421.
- 423 followers to Town of Wallingford LinkedIn page. Last report was 423.
- Town website (last 28 days as of 11/24/25)
 - 43,454 Views (number of pageviews on a website and screen views on an app.)
 - Top 5 pages: Home page, Human Resources, Registrar of Voters, Electric Division, and Government Departments listing.
- Town social media (last 28 days as of 11/23/25)
 - 3,827 followers on the Town of Wallingford Facebook page. Net follow increase is 438.
 - 18,903 engagements (number of reactions, comments, shares, and clicks).
 - 445,341 views (number of times content played or displayed).