

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

**MARKETING COMMITTEE**  
Economic Development Commission  
**SPECIAL Meeting Agenda**  
Thursday, January 26, 2023 @ 12:00 p.m.  
Town Hall, Room 205  
45 South Main Street  
Wallingford, CT 06492

1. Discussion and possible action on special meeting minutes of December 19, 2022  
*(attached)*
2. Update: Economic Development Specialist Position
3. Discussion: Wallingford Center Inc. - Restaurant Hop 2023
4. Discussion: Downtown Developers
5. Discussion: Billboards and Welcome Signage
6. Next meeting:

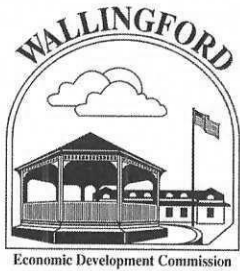
**Dates to remember:**

Friday, Feb. 24<sup>th</sup> @ 12pm, Rm 205 - Marketing Committee/Retention Incentives Committee Combined Special Meeting

c: Town Clerk  
EDC Staff

ec: Mark Gingras  
Patricia Cymbala  
Anthony Bracale  
Rob Fritz  
Jessica Wysocki  
Ray Andrewsen, QCC  
Maribel Carrion, QCC  
Record-Journal/Htfd. Courant/NH Reg.  
EDC Commission GovMedia Website  
Bill Comerford

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**EDC MARKETING COMMITTEE**  
**Special Meeting Minutes**  
**Friday, December 19, 2022**  
**12:00 p.m.**

The Marketing Committee special meeting was called to order at 12:04 p.m. by Chair Gingras. Chair Gingras, Commissioner Fritz, Joe Mirra, and EDC Secretary Hoppes were in attendance. Absent: Commissioners, Patricia Cymbala and Anthony Bracale.

- 1. Discussion and possible action on December 2, 2022 special meeting minutes** - Rob Fritz made a motion to approve the minutes as presented. Mark Gingras seconded the motion. Minutes were unanimously approved as presented.
- 2. Update: Economic Development Specialist Position** – Mark Gingras and Joe Mirra met with the Mayor and Human Resources and they are collaborating to update the Job Announcement/Ad for the position. The Job Announcement/Ad should be posted again by January 9, 2023 with interviews beginning early February 2023.
- 3. Discussion: Add for Site Finder** – Mark Gingras and Joe Mirra discussed using site finders like Indeed and Zip Recruiter for the ED Specialist Ad. They have gathered information and given it to Human Resources to look into. It is reasonably priced and could be used for the ED Specialist Ad and other job announcements within the town departments. Secretary Hoppes has spoken with HR regarding using Zip Recruiter, and suggested that with the amount of savings the town would receive using the premium membership is worth creating a town account through HR for department job ads that are not getting the anticipated applicant response.
- 4. Review and Discuss: Promotional Campaign Presentations** - The Committee agreed to wait until the ED Specialist is hired before going further with discussions on the digital campaigns. The committee will discuss a billboard refresh for EDC's current billboards at the next meeting. Rob Fritz asked about reintroducing the topic of "welcome signage" in certain areas of town. The committee agreed that this project will need to be repackaged and thoroughly discussed.
- 5. Next meeting:** Thursday, January 26, 2023 @ 12:00pm (noon)

The meeting adjourned, by unanimous vote, at 12:24 p.m.

c: Town Clerk, EDC Staff, website

EDCMCSMMin121922Dr