



Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311

Wallingford, CT 06492

MARKETING, RETENTION & INCENTIVES COMMITTEE

Economic Development Commission

SPECIAL Meeting Agenda

Friday, November 17, 2023 @ 12:00 p.m.

Town Hall, Room 315

45 South Main Street

Wallingford, CT 06492

1. Discussion and possible action on Marketing Committee special meeting minutes of September 21, 2023 (*attached*) and Retention Incentives Committee special meeting minutes of August 25, 2023 (*attached*).
2. Update and discuss: CGI Digital
3. Update: Canva & CRM
4. Discuss: Amazon Account
5. Discuss: QCC Shop Small, Shop Local - 2023 Holiday Extravaganza Sponsorship
6. Discuss: Wallingford Center Inc. - Holiday Stroll 2023 Sponsorship
7. Discuss: Spring Marketing Budget 2024
8. Discuss: Mayor Company Visit Program
9. Discuss: Broker's Breakfast
10. Next meeting:

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

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