

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

MARKETING COMMITTEE
Economic Development Commission
SPECIAL Meeting Agenda
Thursday, September 21, 2023 @ 12:00 p.m.
Town Hall, Room 205
45 South Main Street
Wallingford, CT 06492

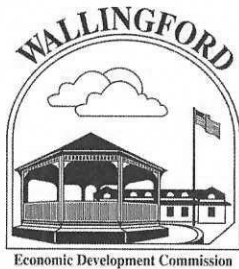
1. Discussion and possible action on Marketing Committee special meeting minutes of September 14, 2023 (*attached*)
2. Update and discuss: CGI Digital
3. Discuss: CRM and Canva
4. Discuss: Essay opportunity for Wallingford's graduating seniors
5. Next meeting:

c: Town Clerk
EDC Staff

ec: Mark Gingras
Anthony Bracale
Rob Fritz
Patricia Cymbala

Ray Andrewsen, QCC/Maribel Carrion, QCC
GovMedia/Website
Record-Journal/Htfd. Courant/NH Reg.
Jessica Wysocki/Bill Comerford

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Economic Development Commission
MARKETING COMMITTEE
SPECIAL Meeting Minutes
Thursday, September 14, 2023
12:00 p.m.

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

Attendance: Chair Gingras, Commissioner Bracale and Commissioner Mirra
Staff: Don Crouch, ED Specialist and Stacey Hoppes, Secretary
Guest/Resident: Jason Michael

1. **Discussion and possible action on Marketing Committee special meeting minutes of June 9, 2023** - Joe Mirra made a motion to approve the minutes as presented. Mark Gingras seconded the motion. Minutes were unanimously approved as presented.

2. **Discussion: Historic Railroad Station Re-Use Project** -The EDC has been talking with developers to come up with a new plan for the station. Mirra stated that the site has been tough to promote due to the size of the building/project. The plan addresses the maintenance that is needed, and creating a vanilla box for the developer. The committee discussed the presentation to Town Council for their regular meeting on September 26, 2023. Presenters will include Don Crouch-ED Specialist, Rob Baltramaitis-Director of Public Works, David Stein-Silver Petrucelli and Jon Sullivan. Gingras asked Secretary Hoppes to send out a Save-the-Date memo to the EDC requesting their attendance at the Town Council meeting. Mirra added that the Historic Railroad Station is a catalyst for the development of the lower portion of our Town Center. Crouch stated that there are possible developments happening on Hall Ave. and Quinnipiac St., and developing the station is a huge benefit to the community.

The original plan for the station that was presented to the Town Council in September 2022 had a total cost of \$3.5MM, the town would have been responsible for \$1.75MM if awarded the CT Communities Challenge Grant. Wallingford was not awarded the grant. The Connecticut Communities Challenge Grant was awarded to towns with larger projects that had developer involvement. The CT Communities Challenge Grant does not have any open grant opportunities at this time.

3. **Next meeting:** September 21, 2023 @ 12:00pm – Town Hall, Room 205

The meeting adjourned, by unanimous vote, at 12:28 p.m.

c: EDC Staff
ec: Marketing Committee
Town Clerk

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