

# 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

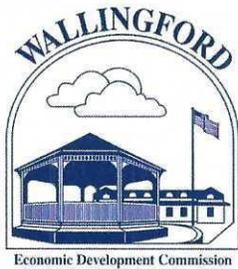
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1. Discussion and possible action on Marketing Committee special meeting minutes of September 21, 2023 (*attached*) and Retention Incentives Committee special meeting minutes of August 25, 2023 (*attached*).
2. Update and discuss: CGI Digital
3. Update: 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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smh



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**Economic Development Commission**  
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**Economic Development Commission**  
**MARKETING COMMITTEE**  
**SPECIAL Meeting Minutes**  
**Thursday, September 21, 2023**  
**12:00 p.m.**

The Marketing Committee special meeting was called to order at 12:01 p.m. by Chair Gingras.

**Attendance:** Chair Gingras, Commissioner Bracale (by phone) and Commissioner Mirra  
Staff: Don Crouch, ED Specialist and Stacey Hoppes, Secretary  
Guest/Resident: Zack Boulier

1. **Discussion and possible action on Marketing Committee special meeting minutes of September 14, 2023** - Anthony Bracale made a motion to approve the minutes as presented. Joe Mirra seconded the motion. Minutes were unanimously approved as presented.
2. **Update and Discuss: CGI Digital** - Filming dates were postponed from the original September date due to weather conditions. New filming dates are scheduled for October 10<sup>th</sup> – 12<sup>th</sup> (weather permitting). CGI has continued to reach out to local businesses and organizations to participate in their marketing program. Bracale asked if the EDC has reached out to businesses to get the word out that they will be contacted by CGI, as discussed at prior meetings. Gingras stated that a letter went out to businesses informing them of the program, signed by the Mayor. Crouch stated that he has informed any businesses that he has visited recently, and the Desk of Joe article addressed CGI Digital's program as well. The Economic Development office has had minimal calls from businesses questioning the program.
3. **Discuss: CRM and Canva** -
  - **CRM** - Crouch updated that the EDC has agreed to hold off on the CRM discussion until November. It will be added to the November agenda. He has been using the free trial for HubSpot to see if it has the functions needed, and the free version is suitable for our sales tracking, data, and touchpoints. He is discussing email options with the current administration to see if there are better options that would allow us to link to the CRM software.

- **Canva Teams** – Crouch informed the committee that Canva is a scaled down Photoshop software used for Marketing. Using Canva teams would give the EDC better tools for their marketing/promotional channels and can collaborate with our current Linked In and Mail Chimp accounts. The yearly cost is \$300 for 5 licenses. **Bracale made a motion to forward the request for approval to allocate \$300 from our promotional account for the purchase of Canva Teams, to the Economic Development Commission. Joe Mirra seconded the motion. Motion was approved unanimously.**

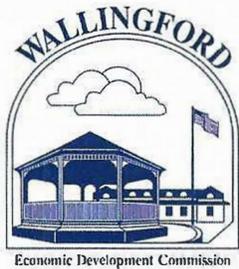
4. **Discuss: Essay opportunity for Wallingford's graduating seniors** – At the last EDC meeting Jim Wolfe asked what the commissioners thought about creating an award program for graduating seniors that would be able to submit an essay about Wallingford. How Wallingford has helped them to succeed, what their future plans are after graduation, if they go onto college or trade school would they return to work in Wallingford, if college is not in their plan what industry are they pursuing, are thinking about opening a business, etc...any career advancement. The committee had a brief discussion about how to implement this type of opportunity. Having commissioners volunteer to reach out to organizations that have these opportunities already, school career developers and guidance counselors could be a good way to start. **Mirra made a motion to add this item to the EDC Regular Meeting on November 20, 2023 for further discussion. Bracale seconded the motion. Motion passed unanimously.**

5. **Next meeting** - None scheduled

The meeting adjourned, by unanimous vote, at 12:26 p.m.

c: EDC Staff  
ec: Marketing Committee  
Town Clerk

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smh



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**RETENTION/INCENTIVE COMMITTEE**  
**Economic Development Commission**  
**Special Meeting Minutes**  
**Friday, August 25, 2023**

The Retention & Incentive Committee special meeting was called to order at 11:05 a.m. by Chair Powers. Committee members Fappiano and Powers (by phone) were in attendance, along with EDC Commissioners Mirra and Ryan, and EDC Staff Crouch.

1. Discussion on special meeting minutes of June 2, 2023 - **The minutes as presented were approved unanimously.**
2. Discussion on Incentive Programs - The committee discussed the red-lined drafts, reviewing minor changes and updates to each of the four (4) Tax Incentive Programs.
  - Real Property for Manufacturers
  - Personal Property for Manufacturers
  - Real Property for Office Development
  - Real Property for the Incentive Housing Zone (IHZ)
  - Committee agrees with the red-lined updates outlined in the drafts.
  - EDC Staff will meet with Law Department to finalize minimal verbiage updates to the programs/applications, meet with the town Assessor to compile a list of past incentive applications that were approved, and compile final incentive packet for review. Once reviewed packet will go to the EDC for approval, then to the Mayor, and if he supports the initiatives they will go to Town Council for final approval and adoption. If Mayor is in support of the initiatives, the final packet must be submitted to Mayor's office by September 18<sup>th</sup> to be put on the Town Council Agenda for their September 26<sup>th</sup> regular meeting.
3. Discussion on Broker's Breakfast – Committee had a brief discussion on whether to have a large event or narrow the event down to a round table discussion with specific town department heads, local brokers, and some economic development professionals (i.e. DECD, AdvanceCT, etc.). This discussion will continue at the next committee meeting.
4. **Next meeting** - none scheduled

By unanimous vote, the meeting adjourned at 12:27 p.m.

c: Town Clerk, Staff  
ec: Committee, Website

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