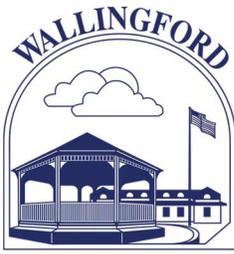


**Town of Wallingford**  
**Economic Development Commission**  
**45 South Main Street, Room 311**  
**Wallingford, CT 06492**

**MARKETING COMMITTEE**  
**Economic Development Commission**  
**Special Meeting Agenda**  
**Thursday, May 16, 2024 @ 12:00 p.m.**  
**Town Hall, Room 205**  
**45 South Main Street**  
**Wallingford, CT 06492**

1. Discussion and possible action on Marketing, Retention & Incentives Committee special virtual meeting minutes of February 14, 2024
2. Discussion: Marketing Committee Mission (focus projects, responsibilities, actions and deliverables)
3. Discussion: Marketing Committee Meeting Schedule 2024
4. Discussion: Marketing Events
  - Broker Breakfast
  - Industry Conferences & Events
5. Discussion: Marketing Plan & Budget FY 2024-25
  - Business to Business Sponsorship Funding
  - Viewpoint Project
6. Discussion: Content Calendar/Creation
  - Made in Wallingford
  - Wallingford Works
  - Wallingford - Where Business Grows
  - Winning In Wallingford
7. Discussion: Marketing Tools
  - Data Points
  - Customer Relationship Manager (CRM)
  - Asset Analysis



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8. Update: Mayoral Company Visits 2024
9. Next meeting:

*ec: Anthony Bracale, Gary Fappiano, Rob Fritz, Patty Powers, Dana Quigley, Joe Mirra, Don Crouch  
Mayor, Town Clerk, Liz Verna, Renee Miller - QCC, Maribel Carrion - QCC,  
Record-Journal/Htfd. Courant/NH Reg., Jessica Wysocki/Bill Comerford  
GovMedia/Website*

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