



# Town of Wallingford

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

Economic Development Commission  
MARKETING COMMITTEE  
SPECIAL Meeting Minutes  
Monday, December 02, 2024  
6:00 p.m.

RECEIVED FOR RECORD - 12/3/24  
AT 4:15 PM AND RECEIVED BY  
Kristen Sponzo TOWN CLERK

The Marketing Committee special meeting was called to order at 6:00 p.m. by Chair Bracale.

**Attendance:** Chair Bracale, Commissioners Baum, Fappiano, Quigley, Powers  
Staff: Don Crouch, ED Specialist and Stacie McCarthy, Secretary

**Absent:** Commissioner Fritz

- 1. QCC \$500 Sponsorship for 'Shop Eat Enjoy Local for the Holidays' in support of small business Saturday.** Chair Bracale introduced Gary Ciarleglio, Vice President – Sales and Relationship Manager Quinnipiac Chamber of Commerce. Mr. Ciarleglio presented an overview of 'Shop Eat Enjoy Local for the Holidays', explaining that the program is designed to promote local participating businesses on Small Business Saturday (November) and beyond for the upcoming Holiday Season. Over 50 businesses are participating this year. Businesses are not charged to participate; however they donate a \$25 Gift Card to be raffled off. QCC promotes the program through various channels including printed posters to be hung in business windows, digital assets and video productions for online, web, social media etc., as well as weekly email blasts to more than 3k recipients. Mr. Ciarleglio explained that EDC has been an important sponsor of the program in the past and requested sponsorship from EDC for this year's campaign. Chair Bracale explained the QCC Sponsorship will be presented at Special EDC Meeting on December 02, 2024 at 6:30PM for vote.
- 2. \$2,500 one-time ask Sponsorship of WCI Printed Map** – Chair Bracale explained that he met with Liz Davis, Executive Director of Wallingford Center Inc. regarding the WCI Virtual / Printed Map. Chair Bracale provided a brief overview of the map, explaining that the objective of the map is to provide Merchants with printed maps that they can distribute to visitors. The maps would include QR codes of restaurants and other businesses that visitors can scan and be taken directly to a specific restaurant or businesses website/Facebook page. Chair Bracale explained that Liz is working in collaboration with Choate and utilizing resources who have already created a similar map for Choate; additionally Choate is contributing 1/3<sup>rd</sup> of the cost, WCI is contributing 1/3<sup>rd</sup> and Liz is asking EDC Commission to contribute the remaining 1/3<sup>rd</sup> which is \$2,500. Chair Bracale explained that he sees the benefit of the map from a digital perspective; however he does not see as much benefit for the Town as residents know where these restaurants and attractions are. However, he sees the benefit more for Choate as Choate receives visitors from

out of state who can use the map to better acquaint themselves with the downtown area. The committee further discussed the overall benefits of the map and Commissioner Baum reminded the group that the Marketing Committee was granted permission to approve up to \$2,500 as an EDC sponsorship of this project. Committee agreed on a smaller sponsorship amount of \$1,500. **Commissioner Fappiano made a motion for the EDC to sponsor \$1,500 of the WCI Virtual Map project. Dana Quigley seconded the motion. Motion was approved unanimously.**

3. **Zoom Prospector** – Don Crouch, Economic Development Specialist, provided a brief overview of ZoomProspector, explaining it is used to show 'For Lease/ For Sale' properties on TOW website. ZoomProspector was previously offered through AdvanceCT who markets the State of Connecticut. The TOW had an arrangement with AdvanceCT who had a license agreement and offered municipalities a subpage at a rate of \$450-\$500 a year; however AdvanceCT is no longer offering subpages. As a result, TOW would need to find a replacement vendor for these services. Mr. Crouch explored tools and secured quotes from other vendors. Mr. Crouch explained that Financial Times who owns the ZoomProspector product provided a quote of \$2,500 per year for a 3 year term which was the most reasonably priced. Chair Bracale requested that this topic be tabled as he would like the committee to learn more about the ZoomProspector tool capabilities at a future meeting.

4. **EDC Incentives / Guilford Savings Bank (GSB) -**

GSB is requesting a municipal tax abatement for their newly acquired property located at 95 Barnes Rd, Wallingford. Mr. Crouch explained that EDC requested an item be placed on the December 10, 2024 Town Council meeting agenda for clarification of the Personal Property Office incentive which recently passed in September 2024. The Electric Division incentive would have to be discussed further with the PUC. The committee did not believe eliminating building permit fees was standard practice in Wallingford. Committee will meet further to discuss the real property tax incentive for the IX/WI zones.

**There being no further business, Dana Quigley made a motion to adjourn the meeting at 6:34p.m.; Patty Dyer-Powers seconded the motion. By unanimous vote, the motion carried.**

c: EDC Staff  
ec: Marketing Committee  
Town Clerk

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