



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

**MARKETING COMMITTEE**  
Economic Development Commission  
**SPECIAL Meeting Agenda**  
**Monday, August 23, 2021 @ 8:30 a.m.**

**Town Hall, Room 116**  
**45 South Main Street**  
**Wallingford, CT 06492**

1. Discussion and possible action on special meeting minutes of August 18, 2021  
*(Attached)*
2. Continued Discussion: Feasibility Study for Old Railroad Station
3. Next meeting:

c: Town Clerk  
EDC Staff

ec: Mark Gingras  
Patricia Cymbala  
Rob Fritz  
Anthony Bracale  
EDC Commission

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

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# DRAFT

**EDC MARKETING COMMITTEE  
Special Meeting Minutes  
Wednesday, August 18, 2021  
12:30 p.m.  
Town Hall, Room 315  
45 South Main Street**

The Marketing Committee special meeting was called to order at 12:39 p.m. by Chair Gingras. Chair Gingras, Commissioner Fritz, and EDC staff member Ryan were in attendance. Commissioner Cymbala (arrived at 12:59).

1. Discussion and possible action on May 19, 2021 special meeting minutes - Minutes of the May 19 meeting were unanimously approved as presented.

Committee had a few miscellaneous conversations regarding hosting a booth at the Quinipiac Chambers of Commerce Business Showcase on September 30, 2021, and regarding Desk of Joe articles in the Wallingford Magazine for this fiscal year.

2. Discussion: Feasibility Study for Old Railroad Station - The Economic Development Commission has an ongoing desire to bring more commercial activity to the lower portion of the Town Center and continues to have high interest in the reuse of the Old Railroad Station. The next step is a Feasibility Study of the property. Committee discussed that staff will begin preparing for the RFP.
3. Discussion: Part-time Staff Position, Economic Development Marketing Specialist - After reviewing all submitted applications/resumes the hiring panel agreed that there were no viable candidates for the position. The Economic Development Commission has decided to go with a Plan B approach; which includes increasing the hours of the Economic Development staff Secretary and to outsource other digital strategies. This methodology stays within the approved budget.

4. Next meeting: Special Meeting - Monday, August 23, 2021 @ 8:30 a.m.

The meeting adjourned, by unanimous vote, at 1:30 p.m.

c: Town Clerk  
EDC Staff  
Website