



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

Approved: 5/19/22

EDC MARKETING COMMITTEE
Special Meeting Minutes (Corrected)
Thursday, April 21, 2022
9:30 a.m.

The Marketing Committee special meeting was called to order at 9:34 a.m. by Chair Gingras. Chair Gingras, Commissioner Anthony Bracale, Commissioner Fritz (by phone), Commissioner Patricia Cymbala (by phone), EDC staff member Ryan, Ray Andrewsen of QCC, and EDC Secretary Hoppes were in attendance.

- 1. Discussion and possible action on March 21, 2022 special meeting minutes - Minutes** were unanimously approved as presented.
- 2. Discussion: Spring Marketing Campaign** - Staff Ryan stated that we have kicked off our Spring Ad Campaign with 4 digital initiatives and one print initiative. The spring ads are running digitally in the News @ Noon with Westchester County & Fairfield County Business Journals through Westfair Communications. The digital ads are also running in the NHB Today with New Haven Biz, and CT Morning Blend & HBJ Today with Hartford Business Journal. The print ad will run in the May 2022 Issue of the New Haven Biz. Fairfield & Westchester County Business Journals have a total of 20,000 subscribers, and New Haven Biz & Hartford Business Journals have a total of 22,000 subscribers. Total cost for the Spring Ad campaign is \$13,600. Staff Ryan asked Secretary Hoppes to email the committee the electronic versions of the ads. Commissioner Bracale stated that we should request reports from the journals on click rates and impressions, as well as asking the publications about a "Call to Action" (CTA) form being added to our digital ads. Currently we have our phone number as our CTA, but adding a CTA form can be an additional means of contact for prospective businesses interested in coming to Wallingford. Secretary Hoppes stated that she will look into obtaining these reports and have an update for the next meeting.
 - Chair Gingras asked if the EDC is planning to update any of their billboards, and suggested using "Wallingford – Where Business Comes to Grow" as the billboard slogan. Staff will perform preliminary research and report back at the next meeting.

Rob Fritz left the meeting at 9:56 am

- 3. Railroad Station: Update** - The Historic Railroad Station Working Group met on April 20th. Silver Petrucelli & Associates presented their building assessment and proposed options for use. They reviewed the exterior updates needed, as well as multiple possibilities for tenant use, and 2 possible layouts of the interior. Interior layout will depend on number of tenants and the use. The team also reviewed proposed ideas for updates to the green and gazebo.
 - Ryan informed that committee that Round 1 of the CT Communities Challenge Grant has been awarded. That the date to submit applications for Round 2 is likely to happen this fall.
 - Ryan stated that the Working Group has obtained time period photos of the exterior of the building, but it would be helpful to have some time period photos of the inside to assist when working with SHPO. Committee members suggested reaching out to the Fire Department

and the Police Department to see if they have any photos in their archives. It was suggested that a member of the committee consider posting in one of the Community Forums to solicit photos of the interior and exterior of the building.

Patricia Cymbala left the meeting at 10:18 am

- Staff Ryan informed the committee that as a result of the Governor's executive order, Outdoor Dining can continue as it has in the last two years. Regarding outdoor dining in Simpson Court, the concrete barriers that were used last year had been purchased and subsequently repurposed by the Public Works Department. The Committee agreed to support the payment of the cost for the concrete blocks out of our promotional budget. These blocks will be EDC's, and Public Works will store them. Staff will pursue having WCI pay for half of the cost of these blocks.

Next meeting: Thursday, May 19, 2022 @ 8:00 a.m.

The meeting adjourned, by unanimous vote, at 10:55 a.m.

c: Town Clerk, EDC Staff, website

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