

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

**MARKETING COMMITTEE & RETENTION INCENTIVES COMMITTEE**

**Economic Development Commission**

**SPECIAL Meeting Agenda**

**Friday, February 24, 2023 @ 12:00 p.m.**

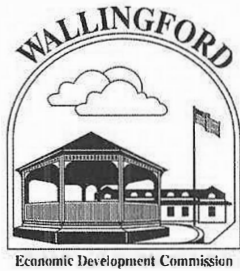
**Town Hall, Room 315  
45 South Main Street  
Wallingford, CT 06492**

1. Discussion and possible action on Marketing Committee special meeting minutes of January 26, 2023 (*attached*)
2. Discussion: Billboards
3. Discussion: Downtown Developers / Historic Railroad Station Re-Use Project
4. Discussion: Brokers Breakfast Events 2023
5. Discussion: Possible updates/revisions on Incentive Programs
6. Discussion: Promote website and Incentive Programs to existing and potential Wallingford businesses
7. Discussion: CRM for Economic Development Staff
8. Next meeting:

c: Town Clerk  
EDC Staff

ec: Mark Gingras                      Ray Andrewsen, QCC  
Patricia Cymbala                    Maribel Carrion, QCC  
Anthony Bracale                    Record-Journal/Htfd. Courant/NH Reg.  
Rob Fritz                              EDC Commission GovMedia Website  
Jessica Wysocki                    Bill Comerford

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

**EDC MARKETING COMMITTEE**  
**Special Meeting Minutes**  
**Thursday, January 26, 2023**  
**12:00 p.m.**

The Marketing Committee special meeting was called to order at 12:00 p.m. by Chair Gingras. Chair Gingras, Commissioner Fritz, Commissioner Bracale, Joe Mirra, and EDC Secretary Hoppes were in attendance.

Absent: Commissioner, Patricia Cymbala

Other attendees: Ray Andrewsen, QCC

1. **Discussion and possible action on December 19, 2022 special meeting minutes** - Rob Fritz made a motion to approve the minutes as presented. Anthony Bracale seconded the motion. Minutes were unanimously approved as presented.
2. **Update: Economic Development Specialist Position** – Gingras and Mirra updated that they are awaiting a response from the candidate that the position was offered to by Friday, January 27<sup>th</sup>. If the candidate does not accept the position, the job ad will be posted again.
3. **Discussion: Wallingford Center Inc. - Restaurant Hop 2023** - The Committee had a brief discussion regarding WCI's request to allocate \$1,000 towards their marketing efforts for their Restaurant Hop event, and to assist in promoting the event on our digital channels. **Anthony Bracale made a motion to support WCI's request to promote their event through EDC's digital channels, and that the EDC will allocate \$1,000.00 towards their marketing efforts. Rob Fritz seconded the motion. Motion passed unanimously.**
4. **Discussion: Downtown Developers** - Joe Mirra informed the committee that a Letter of Interest will be distributed to local developers to get input on the Historic Railroad Re-Use project. Mirra is in process of collecting market research including, but not limited to, ideas for best type of use, lease options, possible tenants, etc....
  - Mirra stated that the EDC is going to reintroduce the Developer Breakfast events in the near future. The events would give the EDC, the Town Planner, and the PZC a chance to discuss the most recent zone changes within the town with developers, and the potential of these areas for development and/or expansion. This may become a quarterly event. Gingras asked Secretary Hoppes to add this item to the Marketing/Retention Incentives Committee Special Meeting agenda for February 24, 2023.

**5. Discussion: Billboards and Welcome Signage** - The committee had a brief discussion regarding getting the landscaping cleaned and trimmed at the same time as when the billboards are updated. Artwork for billboards was reviewed. Secretary Hoppes will have final artwork, guarantee information, installation information, and pricing ready for the next meeting.

**6. Next meeting:** Friday, February 24, 2023 @ 12:00pm (noon) - Marketing/Retention Incentives

The meeting adjourned, by unanimous vote, at 12:30 p.m.

c: Town Clerk, EDC Staff, website

ec: Marketing Committee

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