



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

Economic Development Commission
MARKETING COMMITTEE & RETENTION INCENTIVES COMMITTEE
SPECIAL Meeting Minutes
Friday, March 17, 2023
12:00 p.m.

The Marketing Committee & Retention Incentives Committee special meeting was called to order at 12:00 p.m. by Marketing Committee Chair Gingras.

Attendance: Marketing Committee - Chair Gingras, Commissioner Fritz, Commissioner Bracale (by phone)
Retention Incentives Committee - Chair Powers, Commissioner Fappiano
Staff, Joe Mirra and Secretary Hoppes

- 1. Discussion and possible action on Marketing Committee/Retention Incentives Committee special meeting minutes of February 24, 2023** - Gary Fappiano made a motion to approve the minutes as presented. Patty Powers seconded the motion. Minutes were unanimously approved as presented.
- 2. Discussion: Billboards** – Final artwork for the billboards was approved. Secretary Hoppes is gathering quotes for landscape clearing and billboard printing/installation. Once the quotes are received, they will be forwarded to the committees for next steps.
- 3. Discussion: Brokers Breakfast Events 2023** – The committees discussed whether to wait for a new ED Specialist before scheduling the initial breakfast event. In the meantime, the committees will continue the planning process. Powers will work on possible dates, locations, and list of attendees. The committee would like the initial event to take place tentatively in June 2023. Discussion will be added to the EDC Agenda for April meeting.
- 4. Discussion: Possible updates/revisions on Incentive Programs** – Fappiano updated that the suggested verbiage revisions were discussed with the Law Department. This revision will need to be updated on the program description, as well as, the program applications (once final approval is received). Secretary Hoppes will find out if this revision needs to be approved by Town Council. The committee reviewed the verbiage suggested, and agreed to add this item to the agenda of the next EDC meeting on April 3, 2023 for review and to go over next steps. The committees will continue to have discussions on all Incentive Programs at future meetings. The existing programs do not expire until

September 30, 2023. There is time to review all programs before presenting renewal with possible revisions to Town Council.

- 5. Discussion: Promote website and Incentive Programs to existing and potential Wallingford businesses** – The committee members had a discussion regarding looking into what other Connecticut towns (non-enterprise zone towns) do to promote their Incentive Programs. There was a suggestion to move the Incentive Programs to the top of the EDC webpage. Secretary Hoppes will bring a few sample ideas of where on the EDC webpage they should appear to the next meeting. Staff Mirra suggested that Secretary Hoppes give a simplified presentation of the Town website to the EDC at the May 2023 meeting. Hoppes will bring a bullet list of focal points to include in the presentation to the next combined committee meeting for review.

Rob Fritz arrived 12:30pm

- 6. Discussion: CRM for Economic Development Staff** – After a brief discussion on how EDC Staff will use the CRM, the committees agreed that Secretary Hoppes will gather information on 3 basic CRM programs: Salesforce, Hubspot, and ACT. She will reach out to Patty Powers for help with Salesforce, Anthony Bracale for help with Hubspot, and Joe Mirra for help with ACT. Discussion will continue at the next combined meeting.

- 7. Next meeting: Friday, April 21, 2023 @ 11:00am
Town Hall, Room 205**

The meeting adjourned, by unanimous vote, at 12:40 p.m.

c: EDC Staff

ec: Marketing Committee
Retention Incentives Committee
Town Clerk