

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

MARKETING COMMITTEE
Economic Development Commission
SPECIAL Meeting Agenda
Friday, June 9, 2023 @ 12:00 p.m.

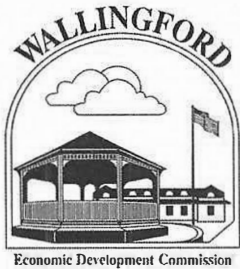
Town Hall, Room 315
45 South Main Street
Wallingford, CT 06492

1. Discussion and possible action on Marketing Committee & Retention Incentives combined special meeting minutes of May 19, 2023 (*attached*)
2. Review and Discuss: CGI Digital
3. Update: Billboards
4. Update: Brokers Breakfast Events 2023
5. Update: CRM for Economic Development Staff
6. Next meeting:

c: Town Clerk
EDC Staff

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

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Economic Development Commission
45 South Main Street, Room 311
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Economic Development Commission
MARKETING COMMITTEE & RETENTION INCENTIVES COMMITTEE
SPECIAL Meeting Minutes
Friday, May 19, 2023
11:00 p.m.

The Marketing Committee & Retention Incentives Committee special meeting was called to order at 11:00 a.m. by Marketing Committee Chair Gingras.

Attendance: Marketing Committee - Chair Gingras, Commissioners Fritz and Bracale
Retention Incentives Committee - Chair Powers, Commissioner Fappiano
Others: Staff - Joe Mirra, Acting Economic Development Specialist

- 1. Discussion and possible action on Marketing Committee/Retention Incentives Committee special meeting minutes of April 21, 2023** - Rob Fritz made a motion to approve the minutes as presented. Patty Powers seconded the motion. Minutes were unanimously approved as presented.
- 2. Discussion: Billboards** – Mark Gingras and Joe Mirra reviewed the presentation packet and the reason for not doing 91 South sign at this time, committee all agreed – no vote needed.
- 3. Discussion: Brokers Breakfast Events 2023** – Patty went over the draft of her outline of the Brokers Breakfast events. The committee had a thorough discussion of Patty's outline. It was agreed to schedule two meetings. The first meeting was penciled in for Oct 3, 2023. It will be a brainstorming meeting involving EDC and Planning & Zoning Department with Commercial Realtor and Developers. The 2nd meeting will be scheduled at a later date. Its agenda will include follow-up actions/solutions from our October 3rd meeting and next steps.
Patty scheduled a Retention Incentives Committee meeting to review and/or update EDC's incentive programs for June 2, 2023 at 9:00am.
- 4. Discussion: CRM for Economic Development Staff** – The CRM discussion was tabled to give recently hired staff to assess EDC's needs.

5. **Discussion: CGI Digital** - Joe Mirra reviewed CGI digital's request. After much discussion, Mark Gingras asked that each committee member contact two of the CT towns that CGI has worked with in the past and report their findings to staff. He also asked if each would review their agreement and send comments and or changes to staff ASAP.

6. **Next meeting:**

- **Retention Incentives Committee - Friday, June 2, 2023 @ 9:00am
Town Hall, Room 205**

- **Marketing Committee – Friday, June 9, 2023 @ 12:00pm
Town Hall, Room 205**

The meeting adjourned, by unanimous vote, at 11:38 a.m.

c: EDC Staff

ec: Marketing Committee
Retention Incentives Committee
Town Clerk

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