



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

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

The Marketing Committee special meeting was called to order at 12:02 p.m. by Chair Gingras.

Attendance: Marketing Committee - Chair Gingras, Commissioner Fritz
Retention Incentives Committee - Commissioner Powers
Others: Staff - Joe Mirra and Don Crouch Economic Development Specialist
Nicole Rongo of CGI Digital - Vice President, Government Relations & Strategic
Partnerships (remote participation)
Residents: Zack Boulier and Wes Krombell

- 1. Discussion and possible action on Marketing Committee special meeting minutes of May 19, 2023** - Rob Fritz made a motion to approve the minutes as presented. Patty Powers seconded the motion. Minutes were unanimously approved as presented.
- 2. Review and Discuss: CGI Digital** - Nicole Rongo joined the committee remotely to review the program, contract, and answer any questions the committee had. CGI Digital works with towns to develop promotional videos for their website and other social media avenues. The program is at no cost to the town. CGI Digital does outreach to community agencies, businesses, etc...to offer promotional/advertising services at a fee and those customers logos will be highlighted as sponsors on the website page with the videos produced about the town. There was a brief discussion regarding assigning a point of contact for communications regarding content, scripts, editing, and timelines for the project if it goes forward.
 - Wes Krombel - resident, asked if CGI Digital makes their profits from the business sponsors. Ms. Rongo stated that yes, they make their profits from the business sponsorships.
 - Zack Boulier – resident, offered to volunteer his services to assist with this project.

Patty Powers made a motion to accept the services of CGI Digital and bring the project to the EDC, Mayor, and Law Dept. for next steps. Rob Fritz seconded the motion. Motion passed unanimously.

3. **Discussion: Billboards** – Secretary Hoppes updated that the land clearing for the billboards on I-91 North and Route 15 North is complete, these 2 new billboards have been installed. Awaiting installation of billboard on Route 15 South. Mark Gingras and Joe Mirra will drive-by/walk through billboards that are completed to approve payment of invoices. Discussion will continue at the next meeting regarding accessing/updating the fourth billboard located on I-91 South.
4. **Discussion: Brokers Breakfast Events 2023** – Discussion will continue at the next meeting.
5. **Discussion: CRM for Economic Development Staff** – Don Crouch is researching multiple CRM's at this time. Discussion will continue in September, due to Commission being on summer break during the months of July and August.
6. **Next meeting:** none scheduled (summer break: July and August)

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

c: EDC Staff
ec: Marketing Committee
Retention Incentives Committee
Town Clerk

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