



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

Economic Development Commission
MARKETING COMMITTEE
SPECIAL Meeting Minutes
Thursday, September 21, 2023
12:00 p.m.

The Marketing Committee special meeting was called to order at 12:01 p.m. by Chair Gingras.

Attendance: Chair Gingras, Commissioner Bracale (by phone) and Commissioner Mirra
Staff: Don Crouch, ED Specialist and Stacey Hoppes, Secretary
Guest/Resident: Zack Boulier

1. **Discussion and possible action on Marketing Committee special meeting minutes of September 14, 2023** - Anthony Bracale made a motion to approve the minutes as presented. Joe Mirra seconded the motion. Minutes were unanimously approved as presented.
2. **Update and Discuss: CGI Digital** - Filming dates were postponed from the original September date due to weather conditions. New filming dates are scheduled for October 10th – 12th (weather permitting). CGI has continued to reach out to local businesses and organizations to participate in their marketing program. Bracale asked if the EDC has reached out to businesses to get the word out that they will be contacted by CGI, as discussed at prior meetings. Gingras stated that a letter went out to businesses informing them of the program, signed by the Mayor. Crouch stated that he has informed any businesses that he has visited recently, and the Desk of Joe article addressed CGI Digital's program as well. The Economic Development office has had minimal calls from businesses questioning the program.
3. **Discuss: CRM and Canva** -
 - **CRM** - Crouch updated that the EDC has agreed to hold off on the CRM discussion until November. It will be added to the November agenda. He has been using the free trial for HubSpot to see if it has the functions needed, and the free version is suitable for our sales tracking, data, and touchpoints. He is discussing email options with the current administration to see if there are better options that would allow us to link to the CRM software.

- **Canva Teams** – Crouch informed the committee that Canva is a scaled down Photoshop software used for Marketing. Using Canva teams would give the EDC better tools for their marketing/promotional channels and can collaborate with our current Linked In and Mail Chimp accounts. The yearly cost is \$300 for 5 licenses. **Bracale made a motion to forward the request for approval to allocate \$300 from our promotional account for the purchase of Canva Teams, to the Economic Development Commission. Joe Mirra seconded the motion. Motion was approved unanimously.**

4. **Discuss: Essay opportunity for Wallingford's graduating seniors** – At the last EDC meeting Jim Wolfe asked what the commissioners thought about creating an award program for graduating seniors that would be able to submit an essay about Wallingford. How Wallingford has helped them to succeed, what their future plans are after graduation, if they go onto college or trade school would they return to work in Wallingford, if college is not in their plan what industry are they pursuing, are thinking about opening a business, etc...any career advancement. The committee had a brief discussion about how to implement this type of opportunity. Having commissioners volunteer to reach out to organizations that have these opportunities already, school career developers and guidance counselors could be a good way to start. **Mirra made a motion to add this item to the EDC Regular Meeting on November 20, 2023 for further discussion. Bracale seconded the motion. Motion passed unanimously.**

5. **Next meeting** - None scheduled

The meeting adjourned, by unanimous vote, at 12:26 p.m.

c: EDC Staff
ec: Marketing Committee
Town Clerk

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