



Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311

Wallingford, CT 06492

Economic Development Commission

MARKETING, RETENTION & INCENTIVES COMMITTEE

SPECIAL Meeting Minutes

Friday, November 17, 2023

12:00 p.m.

The Marketing, Retention & Incentives Committee special meeting was called to order at 12:20 p.m. by Chair Gingras.

Attendance: Chair Gingras, Commissioner Powers, Commissioner Fappiano, Commissioner Fritz

Staff: Don Crouch, ED Specialist and Stacey Hoppes, Secretary

Absent: Commissioner Bracale

1. **Discussion and possible action on Marketing Committee special meeting minutes of September 21, 2023 and Retention Incentives Committee special meeting minutes of August 25, 2023** - Patty Powers made a motion to approve the minutes as presented. Gary Fappiano seconded the motion. Minutes were unanimously approved as presented.
2. **Update and discuss: CGI Digital** - Due to time allowance and technical difficulties the committee will review the video drafts on their own and note their suggestions to be reviewed at the EDC meeting on Monday, November 20th. Videos will be viewed with all Commissioners at the EDC meeting.
3. **Update: CRM and Canva** -
 - **Canva Teams** - Crouch updated that Canva is active, working well, and being used for some of our Linked in postings. It is going to be a great tool for our digital marketing initiatives.
 - **CRM** - Crouch updated we are still in the free trial for Hubspot; we are having some accessibility issues and are working with IT to rectify them. Crouch informed the Committee that EDC staff meet with a company called CivicServe for their product demonstration on Thursday, November 16th. It has a lot of the functions the EDC is looking for. Staff will continue to gather information on the CRM options and continue to update the Committee.
4. **Discuss: Amazon Account** - Secretary Hoppes informed the Committee that the town has the option of having an open Purchase Order up to \$750.00 for Departments. There was a brief discussion regarding the amount of funds to allocate for purchases from Amazon. **Gary Fappiano made a motion to allocate \$500.00 for the Amazon Purchase Order. Patty Powers seconded the motion. Motion was approved unanimously.**
5. **Discuss: QCC Shop Small, Shop Local 2023 Holiday Extravaganza Sponsorship** - QCC has reached out to the EDC to request a \$500 Sponsorship for the event which will run November 24 through December 23. **Patty Powers made a motion to allocate \$500.00 from the Promotional account for the 2023 QCC Holiday Extravaganza Event. Gary Fappiano seconded the motion. Motion was approved unanimously.**

6. **Discuss: Wallingford Center Inc. Holiday Stroll 2023 Sponsorship** – WCI reached out to EDC to request funding in the amount \$1,200.00 for marketing this year's Holiday Stroll. **Gary Fappiano made a motion to allocate \$1,200.00 from the Promotional account for the 2023 Holiday Stroll. Patty Powers seconded the motion. Motion passed unanimously.**

(Rob Fritz arrived at 12:28pm)

7. **Discuss: Spring Marketing Budget 2024** – Staff updated the Marketing committee on what has been allocated, encumbered, requested and spent so far this year. Staff Crouch stated there are a few line items we are working to save on, for example, our GIS is the same as Planning and Zoning Department. Staff has a meeting with the Town Planner and the Town Assessor at the end of November to discuss using one GIS supplier for all town departments. Once the new administration is in digital marketing discussions will continue.
8. **Discuss: Mayor Company Visit Program** – The committee reviewed the list of company visits from 2018 – current. There was a discussion regarding which businesses should be on the list and first few to visit. The committee members are going to create a Top 10 Business List to be discussed at the next Marketing Committee meeting. They would like to begin these visits by the end of the first quarter of 2024.
9. **Broker's Breakfast** – The Broker Breakfast has been scheduled for February 29, 2024 (tentatively). More discussion on the specifics to continue at the next meeting.
10. **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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