



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

Economic Development Commission
MARKETING, RETENTION & INCENTIVES COMMITTEE
SPECIAL VIRTUAL Meeting Minutes
Thursday, December 7, 2023
12:00 p.m.

The Marketing, Retention & Incentives Committee special virtual meeting was called to order at 12:05 p.m. by Chair Gingras.

Attendance: Chair Gingras, Commissioner Fritz, and Commissioner Mirra
Staff: Don Crouch, ED Specialist and Stacey Hoppes, Secretary
Guest: Ray Andrewsen, QCC Director
Absent: Commissioner Bracale, Commissioner Powers, and Commissioner Fappiano

- 1. Discussion and possible action on Marketing, Retention & Incentives Committee special meeting minutes of November 17, 2023-** Joe Mirra made a motion to approve the minutes as presented. Rob Fritz seconded the motion. Minutes were unanimously approved as presented.
- 2. Discuss: Marketing option for Winter 2024** - Gingras updated the committee that staff Crouch has been in conversations with Site Selection Magazine. They are releasing a Spotlight issue focusing on Connecticut in January 2024. It will also include a digital banner on their website through December 2024. Deadline to reserve ad space is 12/11/23. The creative deadline is 12/18/23; this will be discussed at the next meeting. There was a brief conversation regarding pricing and ad size. The committee discussed how to track what leads come from the Site Selection magazine/website. Staff will discuss with the Site Selection representative and find the best way to go about tracking the leads. The magazine is highlighting CT and has the potential to be a great resource to gain local, regional, national, and world-wide recognition that will reinforce our current marketing initiatives. **Joe Mirra made a motion to allocate \$2,800.00 from the promotional account for a 1/3 page ad in the Site Selection Magazine. Rob Fritz seconded the motion. Motion was approved unanimously.**
- 3. Next meeting** - None scheduled

The meeting adjourned, by unanimous vote, at 12:17 p.m.

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

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