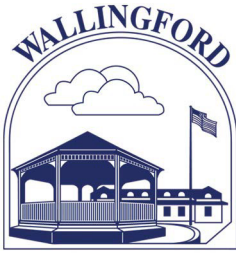


Town of Wallingford
Economic Development Commission
45 South Main Street, Room 311
Wallingford, CT 06492

MARKETING COMMITTEE
Economic Development Commission
Special Meeting Agenda
Thursday, May 16, 2024 @ 12:00 p.m.
Town Hall, Room 205
45 South Main Street
Wallingford, CT 06492

1. Discussion and possible action on Marketing, Retention & Incentives Committee special virtual meeting minutes of February 14, 2024
2. Discussion: Marketing Committee Mission (focus projects, responsibilities, actions and deliverables)
3. Discussion: Marketing Committee Meeting Schedule 2024
4. Discussion: Marketing Events
 - Broker Breakfast
 - Industry Conferences & Events
5. Discussion: Marketing Plan & Budget FY 2024-25
 - Business to Business Sponsorship Funding
 - Viewpoint Project
6. Discussion: Content Calendar/Creation
 - Made in Wallingford
 - Wallingford Works
 - Wallingford - Where Business Grows
 - Winning In Wallingford
7. Discussion: Marketing Tools
 - Data Points
 - Customer Relationship Manager (CRM)
 - Asset Analysis

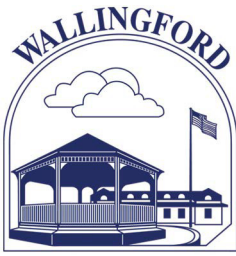


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8. Update: Mayoral Company Visits 2024
9. Next meeting:

*ec: Anthony Bracale, Gary Fappiano, Rob Fritz, Patty Powers, Dana Quigley, Joe Mirra, Don Crouch
Mayor, Town Clerk, Liz Verna, Renee Miller - QCC, Maribel Carrion - QCC,
Record-Journal/Htfd. Courant/NH Reg., Jessica Wysocki/Bill Comerford
GovMedia/Website*

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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
Wednesday, February 14, 2024
12:00 p.m.

The Marketing, Retention & Incentives Committee special virtual meeting was called to order at 12:10 p.m. by Chair Gingras.

Attendance: Chair Gingras, Commissioners Fappiano, Fritz, Mirra and Powers
Staff: Don Crouch, ED Specialist and Stacey Hoppes, Secretary

Guests: Liz Verna, Verna Builders/Wes Krombel, Resident (Local Realtor)
Kaitlyn Robbins, Resident (Local Social Media Consultant)
Stephanie Garcia, WCI

Absent: Commissioner Bracale

1. **Discussion and possible action on Marketing, Retention & Incentives Committee special meeting minutes of December 7, 2023-** Rob Fritz made a motion to approve the minutes as presented. Patty Powers seconded the motion. Minutes were unanimously approved as presented.
2. **Discuss: Broker's Breakfast** - The Committee reviewed and discussed the agenda for the Broker's Breakfast event on February 29, 2024 at Wallingford HubCap from 9:00am – 10:30am. Agenda and Power Point presentation will be finalized with Commissioner Powers and EDC staff. Staff will extend an invite to representatives from a few local manufacturers. Final details will be sent out to the Committee prior to the event for review.

Joe Mirra arrived at 12:20 pm

Rob Fritz arrived at 12:25 pm

3. **Discussion and possible action: Marketing Budget FY 2024** - There was a brief discussion regarding the availability of funds to use toward the hiring of a P/T Social Media/Communications position for the remainder of 2023-2024 budget. **Patty Powers made a motion to approve allocating funds from the EDC Promotional account**

for a P/T Social Media/Communications position for the remainder of the FY 2023-2024 Budget, and forward the request to the EDC for approval at their February meeting. Rob Fritz seconded the motion. Motion was approved unanimously.

1. **Discussion and possible action: Wallingford Magazine - Mayor article** - Staff Crouch informed the committee about adding a Mayor's Article to the Wallingford Magazine. Staff Crouch has discussed this with the Mayor. Mayor Cervoni is asking the EDC to cover the cost of the Mayor's article for the Spring and Summer 2024 issues. The addition of a Mayor's article supports the efforts of promoting the town. The EDC will allocate \$1,500 of the promotional budget for these two (2) articles. Mayor's office will add this cost to their budget for the FY 2024-2025.
2. **Discussion and possible action: CCIM Sponsorship** - Staff Crouch discussed the possibility of allocating \$500 of EDC Promotional funds for sponsoring a CCIM event that is tentatively being held at Back 9 Social, Wallingford. There was a brief discussion about the event date, theme, and guest speakers. Crouch will update the committee once he has more information.
3. **Discuss: Mayoral Company Visits 2024** - The committee reviewed the list of companies that staff created for the visits. Commissioners will forward their top 5-10 businesses that we should consider for our first few visits. Mayor has agreed to 2 days per month and 2 companies on each of those dates. Secretary Hoppes will meet with the Mayor's Aide to select dates beginning end of March through June and forward them to the committee. Discussion will continue at the next meeting.
4. **Discussion and possible action: Business Facilities Magazine** - The committee had a discussion about putting another ad in the Business Facilities Magazine. The committee has decided not to go forward with another print ad at this time.
5. **Next meeting** - March 19, 2024 @ 1:00pm
Town Hall, Room 315

The meeting adjourned, by unanimous vote, at 1:00 p.m.

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

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