

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

Economic Development Commission
MARKETING COMMITTEE
SPECIAL Meeting Minutes
Thursday, May 16, 2024
12:00 p.m.

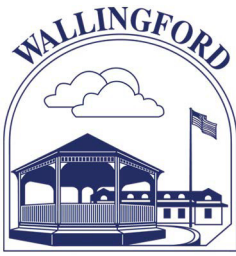
The Marketing Committee special meeting was called to order at 12:00 p.m. by Chair Bracale.

Attendance: Chair Bracale, Commissioners Fappiano, Fritz and Mirra

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

Absent: Commissioners Powers and Quigley

- 1. Discussion and possible action on Marketing, Retention & Incentives**
Committee special meeting minutes of February 14, 2024 - Joe Mirra made a motion to approve the minutes as presented. Rob Fritz seconded the motion. Minutes were unanimously approved as presented.
- 2. Discussion: Marketing Committee Mission** - Committee members had a discussion regarding the EDC's mission statement and the Marketing Committee's charter. **Joe Mirra made a motion for the committee to refine and present the Marketing Commissions Mission Charter to the EDC for discussion and approval. Rob Fritz seconded the motion. Motion was approved unanimously.**
- 3. Discussion: Marketing Committee Meeting Schedule** - The committee agreed to have a special meeting typically on the 3rd Thursday of each month through 2024. The committee discussed holding regular meetings quarterly for 2025 with special meetings when needed.
- 4. Discussion: Marketing Events** -
 - Broker Breakfast Events** - First broker breakfast was successful. Committee had discussions about future Broker Breakfast events. Going



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forward it is encouraged to have a specific topic in mind, a clear objective, a keynote speaker/host, with a strong agenda that is organized, prepared and reviewed months prior to the event. Some topic ideas include the Historic Railroad Station, Wallingford Public Library, and Proton Beam Center. One suggestion was to hold an event in a vacant building and have the broker involved with presentations. Discussion will continue at the next meeting.

- **Industry Conferences & Events** – Secretary Hoppes listed Industry events that we have attended in the past. A brief discussion was had about possible future events to attend. Hoppes will create a list of previously attended and possible upcoming events to attend and email to the committee to continue discussion at the next meeting.

5. Discussion and possible action: Marketing Plan & Budget FY 2024-25 –

- **Business to Business Sponsorship Funding** – The committee discussed creating an application for funds and a simple process for applying. Staff and Secretary will gather background information from the past few years. Discussion will continue at the next meeting.
- **Viewpoint Project** – Project is not moving forward with the EDC.

6. Discussion: Content Calendar/Creation –

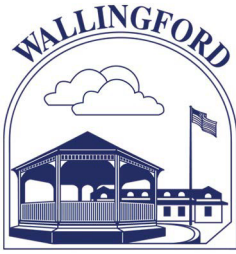
The committee had a brief discussion about building a Marketing Content Calendar. Some topics discussed were, “What does the EDC want to promote, how can we promote it, what channels are used for different types of content, and how often are we posting to each channel.” Discussions will continue at future meetings.

7. Discussion: Marketing Tools –

The committee discussed organizing the current Wallingford business list with SIC/NIAC Codes as a starting point. See what types of businesses are currently in Wallingford. From there the committee can look towards creating a list of target businesses. In addition, the committee agreed to start promoting our current digital channels through email while we research adding new tools such as a CRM (Customer Relationship Manager).

8. Discuss: Mayoral Company Visits 2024 –

Company visits are going well. There have been a lot of great conversations with the companies visited. Fritz and Bracale suggested to have a 15 minute regroup with EDC members in attendance at the end of each tour to prepare an update for the following EDC meeting; especially if there are follow ups needed.



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9. Next meeting - June 20, 2024 @ 12:00pm – Town Hall, Room 205

The meeting adjourned, by unanimous vote, at 1:05 p.m.

c: EDC Staff
ec: Marketing Committee
Town Clerk

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smh