

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

MARKETING COMMITTEE
Economic Development Commission
SPECIAL Meeting Agenda
Wednesday, May 19, 2021 @ 8:30 a.m.

The meeting may ONLY be accessed VIRTUALLY using the following link:

<https://quinnipiac.zoom.us/j/99716747185>

1. Discussion and possible action on special meeting minutes of April 12, 2021 and May 13, 2021 (*Attach.*)
2. SMT PowerPoint Presentation
3. Present HBJ Testimonial Ad (*Attach.*)
4. Next meeting:

c: Town Clerk
EDC Staff

ec: Mark Gingras Maribel Carrion, QCC
Patricia Cymbala Jessica Wysocki
Rob Fritz Website
Anthony Bracale Record-Journal/Htfd. Courant/NH Reg.
EDC Commission GovMedia

EDCMCSVMAg051921

tel: (203) 294-2062 • fax: (203) 294-2073 • edc@wallingfordct.gov • Plugin2Wallingford.com

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DRAFT

EDC MARKETING COMMITTEE Special Virtual Meeting Minutes Monday, April 12, 2021

The Marketing Committee special virtual meeting was called to order at 8:06 a.m. by Chair Gingras. Chair Gingras, Commissioners Cymbala and Bracale, EDC staff member Ryan, along with EDC Commissioners Fappiano and Preneta, and six (6) Student Marketing Team (SMT) members from Quinnipiac University along with Associate Prof. Tomczyk were in attendance. Commissioner Fritz was not in attendance.

- 1. Discussion and possible action on March 22, 2021 special meeting minutes** - The minutes were approved as presented.
- 2. Digital channel reports** - Each member of the SMT reported out on their respective channels.
 - Instagram channel – Channel captain is pleased with the organic growth of followers. Our next initiative to broaden our audience will have him searching for Wallingford Instagram users that have a business association in their profile. Our goal is to double our followers from the present 82 before our next meeting.
 - Email channel – We will add functionality to our Mail Chimp email tool to allow people to join our email list via other channels. The channel leader will research how we can categorize contacts by different professional designations. It was further reported that click-throughs happen at a higher rate with emails sent later in the day vs. early morning.
 - Linked In – Traffic is low at 48 visitors with a 19% click-through rate. We have redirected our audience development efforts from regional to local. Our goal is to double our 179 followers before our next meeting.
 - Website – The present slide grid that exists on our site will be replaced with logos from prominent businesses and limited to a total of twelve (12). The criteria for selecting the logos is to build credibility within our website by using companies of certain size and favorable reputation. We agreed that by selecting some logos, there may be some companies that would like to be included, however our logos must be selected based on strategic purpose and thus need to be limited. We are unable to draw conclusions based on our limited traffic. We need more consistent messaging which is an ongoing effort. It was further discovered that our Instagram channel was not linked to our webpage; this will be corrected.
 - College Outreach – Response from Community Colleges has been non-existent, thus our efforts to assist local companies in making connections through the college placement offices is being put on hold.

3. **SMT Presentation to Wallingford Town Council** - The SMT is scheduled to present to our Town Council at the Regular scheduled meeting on May 25, 2021. Of the seven (7) members of the SMT, two (2) people have been selected to present via a PowerPoint presentation. All SMT members will be creating individual slides, highlighting their efforts and biographies. Said slides will be woven into one presentation.

The SMT left the meeting once the discussion on item #3 was concluded.

4. **Discussion on re-engaging our Media Mix** - Staff had described a special project that he is working on with the Hartford Business Journal to develop an advertorial highlighting prominent businesses that have located into our town in the last several years. The concept is to use testimonials identifying why Wallingford is a great town to locate your business. These advertorials will then be leveraged across all digital channels.
5. **Update on ED Marketing Specialist Position** - Staff reported that this part-time position should be posted by weeks end.

6. **Next meeting:** Thursday, May 13, 2021 from 8:30 to 10:00 am

The meeting adjourned, by unanimous vote, at 9:32 a.m.

c: Town Clerk
EDC Staff
Website

EDCMCSVMMin041221Dr

DRAFT

EDC MARKETING COMMITTEE Special Virtual Meeting Minutes Monday, May 13, 2021

The Marketing Committee special virtual meeting was called to order at 8:38 a.m. by Chair Gingras. Chair Gingras, Commissioners Cymbala, Bracale, and Fritz, EDC staff members Ryan and Hoppes, and five (5) Student Marketing Team (SMT) members from Quinnipiac University along with Associate Prof. Tomczyk were in attendance.

1. Discussion and possible action on April 12, 2021 special meeting minutes - The minutes were not approved. Will need to make a motion to approve the minutes at the next meeting.

2. Review SMT PowerPoint Presentation to Wallingford Town Council - Brenna and Chandler are going to be the presenters. The 30 minute SMT Presentation is currently being updated by each student. Each student will have a profile slide; listing their degree(s), backgrounds, what they are doing now, and how this opportunity has helped them. There will be an additional slide for the task(s) and research that was assigned to them, with a brief description of the task and their overall outcomes. Chandler and Brenna will create a timeline starting with the soft launch of the SMT last fall continuing through where we currently stand. This time line shows how the relationship with the QU SMT has become a part of the EDC's DNA. Brenna and Chandler will also create a script to make sure they talk about the most beneficial highlights. The presentation will be printed out and distributed to each member of Town Council prior to the presentation. There was a discussion about reporting and results for each of the digital channels. It was decided that each student can list any results on each of the channels specific slides, and then do a collaborative results page toward the end of the presentation. Tim Ryan stated that we do not want to focus too much on numbers; the focus should be more on the objective, "Why, How, and What progress we've made". Mark and Tim stated that they will meet with EDC Chair, Joe Mirra, to discuss the introduction of the presentation. The SMT will have the presentation ready for a dry run to present to the Marketing Committee on Wednesday, May 19 at 8:30 am.

3. Digital channel progress reports -
 - Website - Callum, Sam, and Stacey have been working with Web Solutions on updating 3 portions of the EDC Landing page.
 - i. Hiding or deleting the photo rotator – Discussed whether this is a useful tool for our website in the future or if it should just be removed. After discussing

this line item it was voted on and for the minimal cost it makes most sense to hide the photo rotator, which allows staff to recreate a use for it in the future if ever needed.

- ii. Adding Company Logos to the Testimonials section of the landing page – Callum said that the quote is a little expensive, but easier to justify. All agreed that the logos should be added.
 - iii. Adding the 12 Company Logo Grid – Callum finalized the logo grid and stated that this is the highest priority.
- After discussing all three items, it was agreed to go forward with the recommended updates.
 - **Instagram** - John is currently trying to find a new market to target due to ratio focus. The “likes” are increasing, but people are not following back our page. We currently have 130 followers, his goal is to reach 160. Targeting Wallingford accounts that have value to lead more valued followers to our EDC page.
 - **Linked In** - Chandler stated that we had 15 new followers and currently have 191.
 - **Sales Navigator** - Brenna is currently editing our messaging to focus on bringing Wallingford Business Owners to our Linked In page. Tim Ryan asked that the SMT doubles their efforts to get more followers from the Wallingford Business Community. He also asked if we should continue to use Sales Navigator. Chandler and Brenna stated that we have not used this tool to its full potential as of yet, but could stop using it sometime in the future.
 - **Email/Mail Chimp** - Shea was not at the meeting. Stacey updated that Shea has created a Pop-up for the EDC landing page. This pop-up is an email sign up tool. Once visitors on the EDC Website sign up, their email is populated in Mail Chimp and store for future email messages. Shea and Stacey are going to talk to Web Solutions to see what final steps are needed to have it active on the website.
 - **Google Analytics** - Sam gave an update that sessions have increased and the bounce rate has decreased. This tool is headed in the right direction, the changes that were made have made a difference. Visitors are staying on the site longer and we have a lower drop of rate.
 - **College Outreach** - Brenna gave an update. Gateway finally reached out. College is out for the summer and all career fairs are completed. Her focus is on the contacts she has created and trying to reconnect with them to see what is happening in the fall and what they need.
 - Next meeting with the SMT will be Wednesday, May 19 at 8:30 am
 - Town Council meeting for presentation is Tuesday, May 25 at 6:30 pm
 - Secretary has to send final presentation to Town Council by Friday, May 21

- Tim Ryan stated that the SMT portion of the completed presentation should take about 20 minutes allowing time for Introduction, Conclusion, and Q&A. Mark asked if EDC was first item on the agenda. Tim is trying to make that happen.

SMT and Associate Professor Tomczyk were excused from the meeting

4. Review Fairfield and Westchester County Business Journal Marketing Program and Discuss Hartford Business Journal Testimonial Campaign - Tim Ryan updated that we are currently advertising digitally with FCBJ and WCBJ News@Noon. The 2 cube block is running, we have some changes that should be completed within a few days. Once completed Stacey will send a copy of the ad to the Committee. HBJ testimonial campaign is out for final proof. The ads contain a testimonial from Hobson & Motzer with a photo and the other page has our "Why Wallingford" advertisement. There will be both print and digital versions.
5. Update on ED Marketing Specialist Position - Ad should be in the paper on Monday. The ad will be digitized and run through all our digital channels as well. It is a 19 hour per week position. The position manages all digital channels and messages. Want to get someone in and get them started by June. Companies are having a hard time finding help. We are concerned about getting responses to the ad.
 - Mark, Tim, and Patricia stated that we may want to add a comment in the presentation to Town Council showing our appreciation of their commitment and support with our budget, which gave the EDC the ability to work with the SMT for such a great value.
 - Discussed how to move forward with the SMT; should it be paused and re-immerge in September? Mark asked what do we still need from the SMT, how much time and the number of students. Meet with D.Tomczyk for recommendations. Anthony suggested that we can ask for Undergraduate and Graduate recommendations for future students. It is a great field experience for them.
 - Rob mentioned that we should refine our success measurements for the digital platform. Create a metric that shows how we've become successful in bringing more businesses to Wallingford. The EDC Report shows interactions on a monthly basis. Not always numbers, it also has to do with the quality of the leads. Rob stated that since the shift to a more digital platform we would need 2 to 3 years to really see the impact and be able to measure and compare. Mark noted that we can have a report of touchpoints and how many of those touch points actually came to Wallingford. Tim stated that we would need to know if it was 20 small business that represent "x" amount of dollars vs. 3 large business that represent "x" amount of dollars. The Grand list plays a part in this as well. Values of spaces go up and down and it can directly relate to what were are pursuing. When it comes down to it, digital expansion strengthens our brand. Mark stated that the metric needs to be easily understandable. Patricia added that we may be able to see who is actually visiting

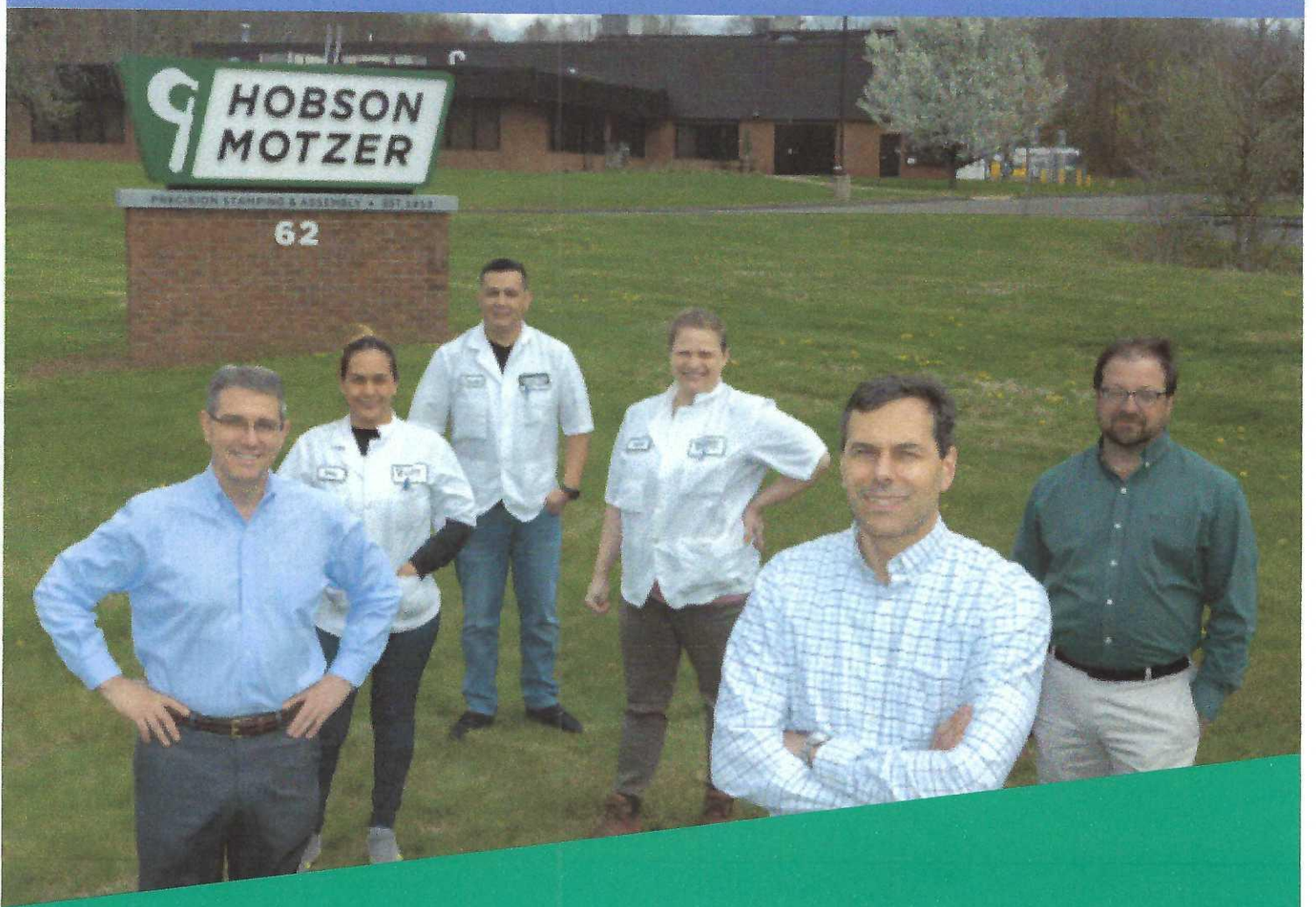
the website and generate a list of names. Anthony mentioned that the success of the website vs. close ratio is important, did the website result in the businesses decision to come to Wallingford. Patricia mentioned that we could do a “What’s your business name, and what are you looking for” type of digital pop-up. Rob suggested that a Live chat option could be a future discussion.

6. Next meeting: Wednesday, May 19, 2021 at 8:30 am

The meeting adjourned, by unanimous vote, at 10:12 a.m.

c: Town Clerk
EDC Staff

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After more than a century in business, contract manufacturer Hobson & Motzer knows good customer service. And the company is seeing it in Wallingford, where the company opened an advanced manufacturing center in 2017.

“It’s a really unique town to do business in,” said Bruce Dworak, owner and president of Hobson & Motzer, which makes precision metal components and assemblies for the medical-device market and other advanced industries. “There is a strong spirit of collaboration between the business community and the town.”

That spirit is especially evident when it comes to finding a skilled workforce – a critical ingredient for manufacturers like Hobson & Motzer. The manufacturer employs 330 people and has plans to grow. Local schools, for example, have been leaders in crafting vocational education programs to prepare students for rewarding careers.

“Wallingford regards both the business community and town residents as customers and does everything it can to help them,” Dworak said.

Winning in Wallingford: A GREAT PLACE TO BUSINESS

CONTACT

Economic Development Specialist: Tim Ryan

Tel: (203) 294-2062 | Fax: (203) 294-2073 | Email: edc@wallingfordct.gov

LinkedIn: <https://www.linkedin.com/company/wallingfordedc/> | Instagram: <https://www.instagram.com/wallingfordct/>

Winning in Wallingford: A GREAT PLACE TO DO BUSINESS

Workforce Access

52% of the state's workforce is within a 20 minute commute

Location

Wallingford is located along Interstate I-91 and Route 15 North/South and is within minutes of three excellent East/West arteries: Interstates I-95, I-84 and I-691.

Known By The Companies We Keep



Lowest Electric Rates in CT

The Town of Wallingford owns its electric, water, and sewer utilities which provide exceptional reliability to all residential and industrial customers and has historically provided one of the lowest electric rates in New England.

Save up to 40%.

CONTACT

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Tel: (203) 294-2062 | plugin2wallingford.com | Email: edc@wallingfordct.gov

LinkedIn: <https://www.linkedin.com/company/wallingfordedc> | Instagram: <https://www.instagram.com/wallingford.ct/>