



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

Approved: August 18, 2021

**EDC MARKETING COMMITTEE**  
**Special Virtual Meeting Minutes**  
**Wednesday, May 19, 2021**

The Marketing Committee special virtual meeting was called to order at 8:37 a.m. by Chair Gingras. Chair Gingras, Commissioners Cymbala (arrived at 9:03), Bracale, and Fritz, EDC staff members Ryan and Hoppes, and four (4) 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 and May 13, 2021 special meeting minutes - Minutes of the April 12 and May 13 meetings were unanimously approved as presented.
2. SMT PowerPoint Presentation - The Committee and the QU SMT went through a dry run of the PowerPoint presentation that is to be presented to the Town Council at their Regular Virtual meeting on Tuesday, May 25, 2021 at 6:30 pm. Tim Ryan noted that he, EDC Chair Joe Mirra, and Marketing Committee Chair, Mark Gingras will meet prior to the meeting to create an Introduction to the presentation. Noted that there will now be 3 presenters, Chandler, Brenna, and Samantha. The Committee shared their thoughts and comments. SMT took note of any updates to the presentation, will finalize the presentation by Friday, and forward to Tim Ryan for final approval and EDC Secretary for distribution to Town Council via Clerk, EDC, and QU SMT. All members of the SMT were asked to join to view the Town Council meeting if schedules allow.

SMT and Associate Professor Tomczyk were excused from the meeting

3. Present HBJ Testimonial Ad - Tim Ryan presented the Hobson & Motzer testimonial ad to the Committee. The ad was part of a culmination of HBJ reaching out to him back in March. HBJ's new publisher Tom Curtin asked to meet back in November to create a new way to reach out to potential businesses, not just newspaper and online ads. We now have businesses that are in Wallingford, telling other businesses why they should come to Wallingford as well. It is a testimonial approach. It is a 2 page ad with facing pages, the testimonial on one page with "Winning in Wallingford" on the other. The ad will run in the June addition, at no cost! All committee members were in agreement to run the ad in June.
4. Next meeting: No meeting scheduled.

The meeting adjourned, by unanimous vote, at 9:46 a.m.

c: Town Clerk  
EDC Staff

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