



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

**Approved: August 23, 2021**

**EDC MARKETING COMMITTEE**  
**Special Meeting Minutes**  
**Wednesday, August 18, 2021**  
**12:30 p.m.**  
**Town Hall, Room 315**  
**45 South Main Street**

The Marketing Committee special meeting was called to order at 12:39 p.m. by Chair Gingras. Chair Gingras, Commissioner Fritz, and EDC staff member Ryan were in attendance. Commissioner Cymbala (arrived at 12:59).

- 1. Discussion and possible action on May 19, 2021 special meeting minutes** - Minutes of the May 19 meeting were unanimously approved as presented.  
Committee had a few miscellaneous conversations regarding hosting a booth at the Quinnipiac Chambers of Commerce Business Showcase on September 30, 2021, and regarding Desk of Joe articles in the Wallingford Magazine for this fiscal year.
- 2. Discussion: Feasibility Study for Old Railroad Station** - The Economic Development Commission has an ongoing desire to bring more commercial activity to the lower portion of the Town Center and continues to have high interest in the reuse of the Old Railroad Station. The next step is a Feasibility Study of the property. Committee discussed that staff will begin preparing for the RFP.
- 3. Discussion: Part-time Staff Position, Economic Development Marketing Specialist** - After reviewing all submitted applications/resumes the hiring panel agreed that there were no viable candidates for the position. The Economic Development Commission has decided to go with a Plan B approach; which includes increasing the hours of the Economic Development staff Secretary and to outsource other digital strategies. This methodology stays within the approved budget.
- 4. Next meeting: Special Meeting - Monday, August 23, 2021 @ 8:30 a.m.**

The meeting adjourned, by unanimous vote, at 1:30 p.m.

c: Town Clerk  
EDC Staff  
Website

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