

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

MARKETING COMMITTEE
Economic Development Commission
SPECIAL Meeting Agenda

Tuesday, March 1, 2022 @ 11:30 a.m.

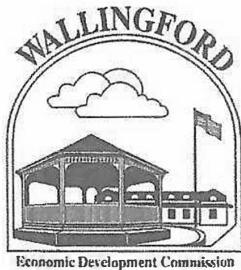
Town Hall, Room 220
45 South Main Street
Wallingford, CT 06492

1. Discussion and possible action on special meeting minutes of October 28, 2021
(attached)
2. Update: Status of RFP Historic Railroad Station
 - Ratify Consultant payment
3. Discussion: Budget FY 2022-2023
4. Discussion: Spring Marketing Campaign
5. Distribute: Desk of Joe column, Winter Edition of Wallingford Magazine
6. Next meeting:

c: Town Clerk
EDC Staff

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

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EDC MARKETING COMMITTEE
Special Meeting Minutes
Thursday, October 28, 2021
10:00 a.m.
Town Hall, Room 205
45 South Main Street

Approved
Ryan
11/29/21

The Marketing Committee special meeting was called to order at 10:05 a.m. by Chair Gingras. Chair Gingras, Commissioners Bracale, Cymbala, Fritz, and EDC staff member Ryan were in attendance. Other attendees: Ray Andrewsen, Executive Director QCC

- 1. Discussion and possible action on August 23, 2021 special meeting minutes** - Minutes of the August 23 meeting were unanimously approved as presented.
- 2. Update: Scope of Work document for Old Railroad Station** - Staff Ryan gave an update on the progress of the Scope of Work document for the Old Railroad Station. Ryan and Jon Walworth, retired professional engineer, toured the entire facility. The Scope of Work document is a work in progress. Ryan will collaborate with the town's Purchasing and Law departments to refine the document. Document is expected to be finalized by November 5.
- 3. Discussion: Next column for Wallingford Magazine** - Staff Ryan stated that the article is a continuation of the Data Center series. The committee had a discussion on what should be included in the next article. The committee is in agreement that the next article should be a balance of facts and perspectives to address any public concerns, and to repeat the mathematics of the Data Center Municipal Host Fee Agreement.
- 4. Digital Channel Update** - Staff Ryan gave a brief update that we have been sending out some digital incentives through Mail Chimp, Linked In, and Instagram. It has been a little bit of a slow process, but are working to improve the quality and quantity of digital content being sent.
- 5. Next meeting:** No meeting scheduled

The meeting adjourned, by unanimous vote, at 11:08 a.m.

c: Town Clerk
EDC Staff
Website

EDCMCSMMin102821