

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

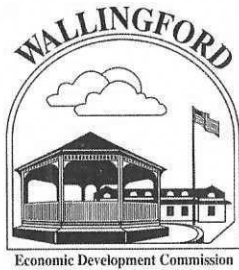
**MARKETING COMMITTEE**  
Economic Development Commission  
**SPECIAL Meeting Agenda**  
Monday, March 21, 2022 @ 8:30 a.m.

Town Hall, Room 205  
45 South Main Street  
Wallingford, CT 06492

1. Discussion and possible action on special meeting minutes of March 1, 2022  
(attached)
2. Discussion: Spring Marketing Campaign
  - Presentation: Story Real Studios
3. WCI: Restaurant Hop
4. Railroad Station: Consultant
5. 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**  
**Tuesday, March 1, 2022**  
**11:30 a.m.**  
**Town Hall, Room 220**  
**45 South Main Street**

The Marketing Committee special meeting was called to order at 11:36 a.m. by Chair Gingras. Chair Gingras, Commissioners Cymbala and Fritz, EDC staff member Ryan, and EDC Secretary Hoppes were in attendance.

1. **Discussion and possible action on October 28, 2021 special meeting minutes** - Minutes were unanimously approved as presented.
  
2. **Update: Status of RFP Historic Railroad Station** - We are marching in cadence with the rigorous timeline set in place for the RFP process. There were 6 firms that replied to the RFP, 2 were disqualified for not meeting minimum bid requirements, leaving 4 candidates for the interview process. Interviews for Part A are scheduled for March 2<sup>nd</sup>. The interview panel includes Economic Development Specialist - Tim Ryan, Town Engineer - Alison Kapushinski, Director of Public Works - Rob Baltramaitis, Retired Civil Engineer - Jon Walworth, and local developer - Bob Wiedenmann. Opening of Part B (pricing) of the Public Bid will take place Thursday, March 3<sup>rd</sup>. The EDC is scheduled to appear before the Town Council at their March 8<sup>th</sup> meeting to ask for the initial funding for the Schematic Design/Building Document Phase. We are applying for a CT Community Challenges Grant for this project; which is a 50/50 match, and we can include the initial funding from Town Council to be recovered through the match. Mark Gingras asked who will attend the Town Council meeting with Tim. Mark suggested that Tim may want to ask Alison Kapushinski or Rob Baltramaitis to attend with him. Tim stated that EDC Chair, Joe Mirra will be attending with him and he will discuss asking Alison or Rob to join them with Joe. Staff Ryan will have a full report to update the EDC at their Regular Meeting on Monday, March 7<sup>th</sup>.
  - **Ratify Consultant Payment** - The Marketing Committee had approved payment of \$337.50 in November for the first invoice from the RFP Consultant. A second invoice from the RFP Consultant in the amount of \$512.50; received in January, was ratified by the Committee for approval of payment. Total paid to date to the RFP Consultant is \$850.00. **Patricia Cymbala made a motion to ratify the payment. Motion was approved unanimously.**
  
3. **Discussion: Budget FY 2022-2023** - The committee had a discussion regarding the monetary line items on the budget form and where monies were allocated. The total budget amount has not changed. The salaries line item is left open due to a Salary Survey being performed prior to hiring Ryan's replacement. Mark Gingras stated that he would like to see the Economic Development Specialist become a full-time position. **Particia Cymbala made a motion to forward the FY 2022-23 Budget form to the Mayor and Finance Department as it is shown. Motion was approved unanimously.**

- Internal budget breakdown sheet noted the biggest change in the Digital Marketing line item. Our current digital marketing is more broad-based, but we need to shift our efforts to a laser targeted approach throughout our digital initiatives. Ryan and Hoppes have met with a local digital marketing firm. They are eager to offer their expertise in some capacity to assist the EDC in targeting specific industries and campaigns through digital and video avenues. The firm will present to the Marketing Committee at our next meeting on March 21<sup>st</sup>. The committee agrees that the budget breakdown reflects more focus on digital channels. **Rob Fritz made a motion to forward the internal budget breakdown to the Economic Development Commission for approval. Motion was unanimously approved.**

4. **Discussion: Spring Marketing Campaign** - Ryan stated that the last Spring Campaign was in 2019 due to Covid-19. He feels that it is time to start promoting the town in a larger scale once again. We have previously run digital and print ads through "News at Noon" with New Haven Biz, Hartford Business Journal, Fairfield County Business Journal and Westchester County Business Journal. The EDC has money available in the promotional budget. Secretary Hoppes will research pricing to have available to the committee at their next meeting on March 21<sup>st</sup>. The Committee discussed updates to the billboards and trade show materials. The committee also discussed having Wallingford Trivia Nights or events that could take place at local restaurants, facilities, or even outdoors. It was also suggested that we tie Trivia Night into Wallingford's Jubilee 350<sup>th</sup> Celebration.
5. **Distribute: Desk of Joe column, Winter Edition of Wallingford Magazine** - The article in the winter edition addresses the potential reuse of the Wallingford Historic Railroad Station. Ryan informed the Committee that he and Joe Mirra are attending the Wallingford Center Inc. Board Meeting later tonight to update WCI with some specifics of the proposed project and RFP timeline.
6. **Next meeting: Tentative meeting: March 21, 2022 @ 8:30am**

The meeting adjourned, by unanimous vote, at 12:40 p.m.

c: Town Clerk  
EDC Staff  
Website