



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

EDC MARKETING COMMITTEE
Special Meeting Minutes
Monday, March 21, 2022
8:30 a.m.

The Marketing Committee special meeting was called to order at 8:33 a.m. by Chair Gingras. Chair Gingras, Commissioner Fritz, EDC staff member Ryan, and EDC Secretary Hoppes were in attendance.

1. **Discussion and possible action on March 1, 2022 special meeting minutes** - Minutes were unanimously approved as presented.
2. **Discussion: Spring Marketing Campaign** - Staff Ryan handed out packets of previous Spring Marketing Campaigns for review. The committee discussed creating a list of the top 5 reasons businesses should come to Wallingford and will continue the discussion on 2022 Spring Marketing Campaign at the next meeting.
 - **Presentation: Story Real Studios** - Luke Adams and Tom Karas, of Story Real Studios presented an informational digital marketing session to the committee. The committee wants to leverage digital channels to a much more targeted audience. Luke and Tom reviewed basics strategies with the committee such as; creating a targeted audience, the benefits of a target based digital marketing strategy, defining success in your marketing initiatives, strategies to conduct a needs analysis, and effective uses for inbound and outbound email marketing.
3. **WCI: Restaurant Hop** - The committee had a brief discussion regarding previous years promotional funds allocated for marketing the town's Restaurant Hop with WCI. **Rob Fritz made a motion to support WCI's request to allocate \$1,000 to WCI for marketing initiatives for the 2022 Wallingford Restaurant Hop. Mark Gingras seconded the motion. Motion was unanimously approved.**
4. **Railroad Station: Consultant** - Staff Ryan informed the committee that the final bill for the Consultant for the Historic Railroad Station RFP has been received in the amount of \$200. **Rob Fritz made a motion to approve final payment of \$200 to the RFP Consultant. Mark Gingras seconded the motion. Motion was unanimously approved.**
 - Ryan updated that the Purchase Order for Silver Petrucelli and Associates for the RFP is in process and that the signing of a contract should take place early this week.

Next meeting: Tentative meeting: Thursday, April 21, 2022 @ 9:30 a.m.

The meeting adjourned, by unanimous vote, at 10:33 a.m.

c: Town Clerk, EDC Staff, website
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