

C: TR, T Clerk, Mayor ✓

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

MARKETING COMMITTEE
Economic Development Commission
SPECIAL Meeting Agenda
Thursday, April 21, 2022 @ 9:30 a.m.

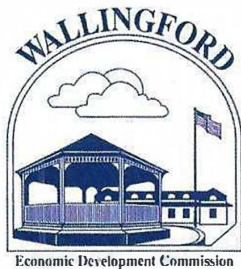
Town Hall, Room 205
45 South Main Street
Wallingford, CT 06492

1. Discussion and possible action on special meeting minutes of March 21, 2022
(attached)
2. Discussion: Spring Marketing Campaign Update
3. Railroad Station: Update
4. 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

EDCMCSMAg042122
smh



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
EDCMCSMMin032122