



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

EDC MARKETING COMMITTEE
Special Meeting Minutes
Thursday, May 19, 2022
8:00 a.m.

The Marketing Committee special meeting was called to order at 8:05 a.m. by Chair Gingras. Chair Gingras, Commissioner Anthony Bracale, Commissioner Patricia Cymbala (entered the meeting at 8:20am) and EDC staff member Ryan were in attendance. Absent: Commissioner Rob Fritz

- 1. Discussion and possible action on April 21, 2022 special meeting minutes - Corrected**
Minutes were unanimously approved as presented.
- 2. Discussion: Spring Marketing Campaign** – Steve Bizzotto from the Hartford Business Journal (HBJ)/New Haven Biz (NHBiz) called into the meeting and gave us an impact report on our ongoing electronic campaign with both publications. The committee reviewed details. Bizzotto reported that our click through rates exceed their publications averages. Commissioner Bracale requested a report on who clicked, and suggested that we use it for follow up. Bizzotto was asked to research whether a “Call to Action” (CTA) form can be added to the electronic ad. Commissioner Bracale requested a screenshot of the ad, and will have his marketing team review and comment.
- 3. Discussion: Billboard Messaging** – It was determined that the committee would like to change the messages on 2 of our 4 billboards (I-91North and I-91 South). The message will say “Wallingford – Where Businesses Come to Grow”.
- 4. Discussion: Digital channels for Wallingford Jubilee 350th+2 Promotion** – The committee agreed to use our digital channels to promote the Jubilee activities.
- 5. Railroad Station: Update** – Silver Petrucelli & Associates is currently working on the Schematic Design. The project remains on schedule.
- 6. Greater New Haven Chamber of Commerce (GNHCC) Real Estate and Construction Forecast** – Ryan reviewed the poster to be displayed at the event with the committee.
- 7. Next meeting:** Thursday, June 16, 2022 @ 3:00 pm

The meeting adjourned, by unanimous vote, at 9:10 a.m.

c: Town Clerk, EDC Staff, website

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