



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

**EDC MARKETING COMMITTEE**  
**Special Meeting Minutes**  
**Monday, June 20, 2022**  
**4:00 p.m.**

The Marketing Committee special meeting was called to order at 4:30 p.m. by Chair Gingras. Chair Gingras, Commissioner Fritz (by phone), EDC staff member Ryan, and EDC Secretary Hoppes were in attendance. Absent: Commissioners Anthony Bracale and Patricia Cymbala.

1. **Discussion and possible action on May 19, 2022 special meeting minutes** - Minutes were unanimously approved as presented.
2. **Update: Spring Marketing Campaign** - Our Spring Marketing Campaign is coming to an end.
  - Westchester and Fairfield County Business Journals ads ended on June 15. Final invoice has been sent out for payment.
  - Hartford Business Journals and New Haven Biz will continue to run through the end of June at no additional cost. Final invoice will be paid upon receipt. We will receive a complete campaign analysis report from HBJ/NHBiz once the campaign is complete.
  - At our May 19 meeting Commissioner Bracale asked if HBJ/NHBiz is able to obtain email contacts from our ad clicks, unfortunately they do not have that capability at this time. Bracale also asked if we could insert a CTA (Call to Action) to our ad. HBJ/NHBiz stated that they have the capability to insert a CTA, but only have the capability to insert one attachment to their ad format. As of now we would have to choose either the EDC video (currently attached) or the CTA.
3. **Update: Billboard Messaging/Landscaping** - The committee discussed the landscaping needs for the billboards located on I-91 North, I-91 South, and Route 15 near BJ's. Both of the I-91 billboards will need some landscape to be cleared and the access trail will need to be blazed. The billboard on Route 15 needs some landscaping to improve visibility. The committee also discussed billboard messaging and agree to focus on "**Wallingford – Where Business Comes to Grow**" with focus on Wallingford, Business, and Grow.
  - The committee decided that the billboards will be addressed as a fall project, and will continue discussions at the next meeting.
4. **Railroad Station: Update** - The Working group met last week. They are continuing to keep focused on meeting their timelines. The 1<sup>st</sup> draft of the Schematic Design was reviewed and discussed. It was decided that there is a need to categorize the work to be done into two lists: capital improvements and additional buildout for tenant occupancy. Staff Ryan stated that there was a brief discussion regarding possibly applying for a STEAP Grant to offset some of the costs for the project at the last Working meeting, but the working group opted not to pursue this grant. Next meeting for the Historic Railroad Station Working Group is scheduled for June 28. The working group will review a revised schematic design and discuss next steps to go in front of Town Council and other Commissions that would be necessary to move forward with the grant application.
5. **Discussion: HUBCAP Flyer** - Staff is working with the HUBCAP to create an informational flyer to promote business use at the HUBCAP. Assisting the HUBCAP continues to strengthen our mission of support for town businesses and the committee feels that this will help to increase awareness and utilization of the HUBCAP facility. Staff and HUBCAP are in the process of making some final

changes. The flyer will be inserted into the Wallingford Electric bills for distribution. **Rob Fritz made a motion to support the HUBCAP's informational flyer creation and distribution, and agree to allocate \$1,015.00 for the printing/delivery of the flyers out of the promotional budget. Mark Gingras seconded the motion. The motion was unanimously approved.**

**Next meeting (tentative):** Tuesday, July 19, 2022 @ 10:00 a.m.  
Town Hall, Room 205

The meeting adjourned, by unanimous vote, at 4:55 p.m.

c: Town Clerk, EDC Staff, website

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