

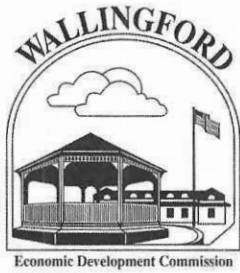
**Town of Wallingford**  
Economic Development Commission  
45 South Main Street, Room 311  
Wallingford, CT 06492

**MARKETING COMMITTEE**  
Economic Development Commission  
**SPECIAL Meeting Agenda**  
Tuesday, August 16, 2022 @ 9:00 a.m.  
Town Hall, Room 205  
45 South Main Street  
Wallingford, CT 06492

1. Discussion and possible action on special meeting minutes of July 19, 2022 (*attached*)
2. Review and Discuss: New Haven Biz and Hartford Business Journals Spring Marketing Campaign Performance Report (*attached*)
3. Update: Economic Development Specialist Position
4. Discuss: Mail-A-Map Ad Renewal
5. Discuss: Fall Conferences
  - QCC Business Showcase & Career Fair - September 22, 2022
  - GNHCC The Big Connect 2022 - November 17, 2022
6. Discuss: WCI, Celebrate Wallingford - October 1<sup>st</sup> and 2<sup>nd</sup>, 2022
7. Next meeting:

c: Town Clerk  
EDC Staff

ec: Mark Gingras                      Ray Andrewsen, QCC  
Patricia Cymbala                    Maribel Carrion, QCC  
Anthony Bracale                    Record-Journal/Htfd. Courant/NH Reg.  
EDC Commission                    GovMedia                    Website  
Jessica Wysocki                      Bill Comerford



# Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311

Wallingford, CT 06492

**EDC MARKETING COMMITTEE**

**Special Meeting Minutes**

**Tuesday, July 19, 2022**

**10:00 a.m.**

The Marketing Committee special meeting was called to order at 10:00 a.m. by Chair Gingras. Chair Gingras, Commissioners Mirra and Fritz, and EDC Secretary Hoppes were in attendance.

Absent: Commissioners Anthony Bracale and Patricia Cymbala.

Other attendees: Devin Leith-Yessian, RJ and a Wallingford resident

- 1. Discussion and possible action on June 20, 2022 special meeting minutes** - Minutes were unanimously approved as presented.
- 2. Update: Spring Marketing Campaign** - Spring Marketing Campaign has ended. Secretary Hoppes received a performance report from New Haven Biz and HBJ, reports were distributed to the committee to review. Secretary Hoppes will forward the report to committee members not in attendance. The reports will be reviewed and discussed at the next Marketing Committee meeting.
  - New Haven Biz has a Business Spotlight Addition coming out in October. Due to time constraints and cost, the Committee agreed that the EDC will not advertise in the October publication.
- 3. Update: Economic Development Specialist Position** - An interview was scheduled for one candidate for today, applicant cancelled the interview. Another interview is scheduled for Wednesday, July 20<sup>th</sup>.

*(Rob Fritz arrived at 10:10 am)*

- 4. Update: Historic Railroad Station** - The working group had a meeting on July 13<sup>th</sup>. The working group is currently focused on obtaining all necessary information to have a complete presentation ready to go in front of the Town Council to update the councilors on their vision, progress, and next steps in September. Joe Mirra - EDC Chair, Rob Baltramaitis - Director of Public Works, and David Stein of Silver Petrucelli will present to the Town Council. On July 14<sup>th</sup> we were informed that the 2<sup>nd</sup> round of the CT Communities Challenge grant has been announced, and the deadline for grant submission is October 7, 2022. The working group intends to have their next meeting at the end of July.
- 5. Update: AdvanceCT Partners Meeting Webinar** - Secretary Hoppes attended the webinar hosted by AdvanceCT on July 13<sup>th</sup>. Hoppes handed out paper copies of AdvanceCT's presentation and reviewed the slides. The presentation focused on CT Tourism & Economic Development - Summer of 2022 Marketing Campaigns. Secretary Hoppes will forward the electronic version of the presentation to the committee.

**Next meeting:** Tuesday, August 16, 2022 @ 9:00 a.m.

Town Hall, Room 205

The meeting adjourned, by unanimous vote, at 10:19 a.m.

c: Town Clerk, EDC Staff, website  
EDCMCSMMin071922

## HBJ Digital Advertiser Report

Advertiser Information	
Reporting Period	2022/04-2022/06
Advertiser	Town of Wallingford
Products	Enews

### Website Advertiser Campaign History

#### CT Morning Blend

Month/Year	Campaign	Zone/Frequency	Impressions	Clicks	CTR
2022/04	Town of Wallingford 2022: Wallingford Works (April - enews)	Half Page	13,265	21	0.16%
2022-05	Town of Wallingford 2022: Wallingford Works (May - enews)	Half Page	23,499	19	0.08%
2022/06	Town of Wallingford 2022: Wallingford Works (June - enews)	Half Page	30,967	19	0.06%
<b>Average CTR for Town of Wallingford</b>					<b>0.12%</b>
<b>CT Morning Blend Stats</b>					
Average 2021 CTR all advertisers					0.04%
Subscribers, June 2022					9,896
Average Open Rate, June 2022					20.84%

#### HBJ Today

Month/Year	Campaign	Zone/Frequency	Impressions	Clicks	CTR
2022/04	Town of Wallingford 2022: Wallingford Works (April - enews)	Half Page	15,708	13	0.08%
2022/05	Town of Wallingford 2022: Wallingford Works (May - enews)	Half Page	28,802	23	0.08%
2022/06	Town of Wallingford 2022: Wallingford Works (June - enews)	Half Page	31,421	17	0.05%
<b>Average CTR for Town of Wallingford</b>					<b>0.08%</b>
<b>HBJ Today Stats</b>					
Average 2021 CTR all advertisers					0.06%
Subscribers, June 2022					9,924
Average Open Rate, June 2022					20.84%

## HBJ Digital Advertiser Report

Advertiser Media History				
Media	Impressions	Clicks	CTR	Description
<b>April</b>				
Wallingford_20220416_wallingfordWorks_300x600	11,480	23	0.20%	
Wallingford_20220416_wallingfordWorks_320x100	28,391	20	0.07%	Mobile
<b>May</b>				
Wallingford_20220416_wallingfordWorks_300x600	1,245	0	0.00%	
Wallingford_20220416_wallingfordWorks_320x100	34,268	15	0.04%	Mobile
Wallingford_20220503_wallingfordWorks_300x600	16,788	27	0.16%	
<b>June</b>				
Wallingford_20220416_wallingfordWorks_320x100	41,021	12	0.03%	Mobile
Wallingford_20220503_wallingfordWorks_300x600	21,367	24	0.11%	

## NHB Digital Advertiser Report

Advertiser Information	
Reporting Period	2022/04-2022/06
Advertiser	Town of Wallingford
Products	ENews

### Website Advertiser Campaign History

#### NHB Today

Month/Year	Campaign	Zone/Frequency	Impressions	Clicks	CTR
2022/04	Town of Wallingford Enews 2022	Half page	2,301	9	0.39%
2022/05	Town of Wallingford Enews 2022	Half page	5,454	5	0.09%
2022/06	Town of Wallingford Enews 2022	Half page	5,349	2	0.04%
		<b>Average CTR for Town of Wallingford</b>			<b>0.24%</b>
		<b>NHB Today Stats</b>			
			Average 2021 CTR all advertisers		0.05%
			Subscribers, June 2022		4,226
			Average Open Rate, June 2022		14.55%

## NHB Digital Advertiser Report

Advertiser Media History				
Media	Impressions	Clicks	CTR	Description
<b>April</b>				
Wallingford_041822_HALF	801	8	1.00%	
Wallingford_041822_MOBILE	1,500	1	0.07%	
<b>May</b>				
Wallingford_041822_HALF	1,896	5	0.26%	
Wallingford_041822_MOBILE	3,201	0	0.00%	
<b>June</b>				
Wallingford_041822_HALF	1,858	1	0.05%	
Wallingford_041822_MOBILE	3,491	1	0.03%	