



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

EDC MARKETING COMMITTEE
Special Meeting Minutes
Tuesday, August 16, 2022
9:00 a.m.

The Marketing Committee special meeting was called to order at 9:05 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.

- 1. Discussion and possible action on July 19, 2022 special meeting minutes** - Minutes were unanimously approved as presented.
- 2. Review and Discuss: New Haven Biz and Hartford Business Journals Spring Campaign Performance Report** - The committee briefly reviewed the report noting impressions and clicks for the months of April, May, and June. It was noted that April reflects half of the month. Chair Gingras asked that the reports be forwarded to Commissioner Bracale for review and inform the committee of his impression of the performance report before the next Marketing Committee meeting. Gingras also stated that we should reach out to our representative at NHBiz/HBJ and invite him to attend our September meeting to have a discussion on the performance report, and get some input on how to improve our next campaign. Secretary Hoppes will forward the report to Bracale and reach out to NHBiz/HBJ to see if our representative is available to attend our next meeting.
- 3. Update: Economic Development Specialist Position** - The Ad/Job Posting for the ED Specialist position was posted again the week of August 8th. Human Resources posted the ad on Indeed. Secretary Hoppes posted the job announcement on the town website and distributed the ad/announcement through Linked In, CT Main St., CEDAS, REX Development, and through our email channels.
- 4. Discuss: Mail-A-Map Ad Renewal** - The Committee agreed that the EDC will continue to display their ad on the front of the Wallingford Mail-A-Map, but that the ad should be updated. New ad samples will be reviewed and discussed at the next meeting. Secretary Hoppes will reach out to the representative to find out time frames for submitting the new ad.
- 5. Discuss Fall Conferences** - The Committee has a brief discussion about attending the QCC and GNHCC events in the fall. It was agreed that the EDC will have a booth at the QCC Business Showcase and Career Fair on September 22, 2022, but that the EDC will not have a booth at the GNHCC Big Connect event in November 2022. Secretary Hoppes will create a sign-up sheet to bring to the EDC Meeting dated August 29th for commissioners to sign-up for time slots at the booth. **Rob Fritz made a motion to allocate \$550.00 for the cost of the booth at the QCC Business Showcase and Career Fair. Joe Mirra seconded the motion. Motion passed unanimously.**

6. Discuss: WCI, Celebrate Wallingford - October 1st and 2nd, 2022 - The Committee had a brief discussion regarding WCI's request to allocate funds towards their marketing efforts for Celebrate Wallingford and to assist in promoting the event on our digital channels. **Rob Fritz made a motion to support WCI's request to promote their event through EDC's digital channels, and that the EDC will allocate \$1,000.00 towards their marketing efforts. Joe Mirra seconded the motion. Motion passed unanimously.**

Next meeting: Thursday, September 15, 2022 @ 10:00 a.m.
Town Hall, Room 205

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

c: Town Clerk, EDC Staff, website
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