



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

EDC MARKETING COMMITTEE
Special Meeting Minutes
Thursday, October 20, 2022
10:00 a.m.

The Marketing Committee special meeting was called to order at 10:04 a.m. by Chair Gingras. Chair Gingras, Commissioners Bracale and Fritz, and EDC Secretary Hoppes were in attendance. Absent: Commissioner, Patricia Cymbala.

Other attendees: Ray Andrewsen - QCC, Luke Adams and Tom Carras - Story Real, Barbara Hanlon - Westfair Communications, Steve Bizzotto - New Haven Biz/Hartford Bus. Journal, Rona Katz and Jeffrey Bencivengo - Altice/A4 Media

- 1. Discussion and possible action on September 15, 2022 special virtual meeting minutes -** Rob Fritz made a motion to approve the minutes as presented. Anthony Bracale seconded the motion. Minutes were unanimously approved as presented.
- 2. Presentations: Promotional Campaigns -** Representatives from the four companies shared their presentations with the Marketing Committee. Each presentation focused on how their company could assist the EDC with target based marketing initiatives and improve the overall quality of our promotional campaigns. Each company had approximately 25 minutes to present to the committee, leaving room for Q&A.
- 3. Continued Discussion: Promotional items for Conferences/Expos -** This agenda item was tabled due to lack of time. Discussion will continue at the next committee meeting.
- 4. Update: Economic Development Specialist Position -** Chair Gingras reported that the interview process is complete and the position was offered to one of the candidates. The candidate has accepted the offer. EDC is awaiting the final steps in the hiring process.
- 5. Next meeting:** None scheduled

The meeting adjourned, by unanimous vote, at 12:00 p.m.

c: Town Clerk, EDC Staff, website

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