

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

MARKETING COMMITTEE & RETENTION INCENTIVES COMMITTEE

Economic Development Commission

SPECIAL Meeting Agenda

Friday, May 19, 2023 @ 11:00 a.m.

Town Hall, Room 205

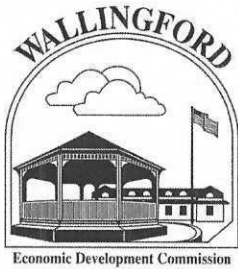
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1. Discussion and possible action on Marketing Committee special meeting minutes of April 21, 2023 (*attached*)
2. Discussion: Billboards
3. Discussion: Brokers Breakfast Events 2023
4. Discussion: CRM for Economic Development Staff
5. Discussion: CGI Digital
6. Next meeting:

c: Town Clerk
EDC Staff

ec: Mark Gingras Ray Andrewsen, QCC
Patty Powers Maribel Carrion, QCC
Anthony Bracale Record-Journal/Htfd. Courant/NH Reg.
Rob Fritz GovMedia Website
Gary Fappiano Jessica Wysocki Bill Comerford



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Economic Development Commission
MARKETING COMMITTEE & RETENTION INCENTIVES COMMITTEE
SPECIAL Meeting Minutes
Friday, April 21, 2023
11:00 p.m.

The Marketing Committee & Retention Incentives Committee special meeting was called to order at 11:00 a.m. by Marketing Committee Chair Gingras.

Attendance: Marketing Committee - Chair Gingras, Commissioners Fritz and Bracale (by phone)
Retention Incentives Committee - Commissioner Fappiano
Staff, Joe Mirra and Secretary Hoppes

Absent: Retention Incentives Committee - Chair Powers

- 1. Discussion and possible action on Marketing Committee/Retention Incentives Committee special meeting minutes of March 17, 2023** - Gary Fappiano made a motion to approve the minutes as presented. Anthony Bracale seconded the motion. Minutes were unanimously approved as presented.
- 2. Discussion: Billboards** – The Committees reviewed the quotes for the pricing of the land clearing, printing, and installation for the updated billboards. The committee agreed to update 3 of the 4 billboards at this time. They will not be updating the billboard located on I-91 south at this time. **Gary Fappiano made a motion to accept the cost of the 3 individual billboards land clearing, printing, and installation. Seconded by Rob Fritz. Motion passed unanimously.**
- 3. Discussion: Brokers Breakfast Events 2023** – The Committees reviewed the outline provided by Patty Powers. Looking to have the first event in September or October 2023. HUBCAP of Wallingford can host the event. Suggested start time is 9:00am and the event would be approximately 2 hours. Invite Mayor, a Town Council Representative, select town department heads, brokers, chambers, and possibly a few town businesses. The committee is in the early phase of planning and brainstorming. Discussion will continue at the next meeting. Secretary Hoppes will add this discussion to the EDC regular meeting on May 22nd.

4. Discussion: CRM for Economic Development Staff – No updates at this time.
Discussion will continue at the next combined meeting.

5. Next meeting: Friday, May 19, 2023 @ 11:00am
Town Hall, Room 205

The meeting adjourned, by unanimous vote, at 11:38 a.m.

c: EDC Staff

ec: Marketing Committee
Retention Incentives Committee
Town Clerk

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smh