



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 20th.

(Rob Fritz arrived at 10:10 am)

- 4. Update: Historic Railroad Station** - The working group had a meeting on July 13th. 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 14th we were informed that the 2nd 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 13th. 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
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