Regular Meeting

Tuesday, March 5, 2025

Wallingford Center Inc.

128 Center Street Wallingford, CT 06492

5:30 pm in-person

Attended by:

Staff members Liz Davis and Stephanie Garcia

Board Members: Marge Abbagnaro, Linda Adamo, Bruce Çonroy, Leah Masella, Nathaniel Bottone, Peter Ford, Wes Krombel, Chris Kingston, Nick Lombardi, Nikki Troccchi, Jeff Knickerbocker

Absent: Alison Cady, Mike Brunjes

Call to order: at 5:35 pm by Jeff Knickerbocker

Guest Introductions: Kristen & Amanda Gilbride from Green Kettle and Kara Morrison from allnex

Jeff asked Stephanie to take the minutes

Motion by Marge Abbagnaro to make Linda Adamo a voting member for Mike Brunjes

Second by Bruce Conroy, passed by unanimous vote

Motion by Bruce Conroy to approve minutes of WCI regular meetings on February 6, 2024, as amended Second by Bruce Conroy, passed by unanimous vote

A motion was made by Nick to approve the treasurer’s report, and it was seconded by Chris Kingston, who passed with a unanimous vote.

Director’s report

* New businesses came into the downtown area
* Ticket sales platform- Eventbrite and PayPal. Liz will review the platforms for events
* Online store- should be up and running within the next few weeks
* Live Nation as a Platinum Sponsor
* Road race date: Saturday Oct. 5th- discovered timing issues w/ tent setup on North Main Street. Chris will set up meetings to discuss further with Liz.
* Celebrate applications sent out
* Restaurant Hop Applications went out. Art show will be added
* Wing Fest June 26th at Elks Lodge, and Calcagni will Sponsor

Discussion on porch fest was tabled until April because Mike was absent

Nick Lombardi shared a strategic plan. He provided updates on new things happening and the vision for WCI. He proposed open dialogue and possibly holding public meetings or retreats to work on ideas about WCI.

Liz presented a landscaper proposal to water, plant, and weed and presented a brief budget

Motion by Bruce Conroy to approve Landscaping proposal, seconded by Wes Krombel, passed by unanimous vote

Discussion about movie events-tabled until April because Jason was absent

Liz discussed reviewing our website, researching it, and meeting with some website people. Liz presented a proposal by RP Design Web Services. They will provide maintenance and updates and keep up with social media posts. We would also have access to update what we wanted. The fee would be $500 a month or ($6,000) a year

Liz also met with another website designer who handles the Trail of Terror. He offered some suggestions for redesigning the website. Chris analyzed the website and provided further recommendations.

Leah suggested possibly removing the INC. from our website search so that people would see it as Wallingford Center downtown and then hit on the link. “ Remove inc “

Bruce asked if Leah could connect with the Cheshire group they met with to come to a Board meeting to present what they have to offer. Leah will connect to make that happen.

Liz talked about Interactive Downtown Wallingford Map: Choate designer

Uses: new families, QR codes, merchants can hand out to customers, Celebrate Wallingford, Restaurant Hop, and other Town events

Proposal: $4,000-6,000

Leah had asked if we would have access to the site to add content, and I told her we would. The site would be mobile accessible, and maybe in the future, we would get advertisements.

No executive session is needed

A motion was made by Bruce to make Jason Michael a full board member, seconded by Marge, and passed by unanimous vote.

Jeff made a motion to adjourn at 6:45 pm, and Nick seconded it, which passed by unanimous vote.