**Meeting Minutes**

**Tuesday, December 5, 2023**

**Wallingford HubCap, 128 Center Street, Wallingford, CT 06492**

**5:30**

**I. Call to Order**

Jeff Knickerbocker called the meeting to order at 5:39

**Present:** Jeff Knickerbocker, Mike Brunjes, Nathaniel Battone, Chris Kingston,

Leah Masella, Alison Cady, Marge Abbagnaro, Wesley Krombel, Linda Adamo &

Liz Davis

**Present via phone**: Bruce Conroy joined at 6:10

**Absent:** Nikki Trocchio and Candy Grana

**a. Appointment of Temporary Secretary**

**Motion:** Jeffrey Knickerbocker made a motion to appoint Linda

Adamo as temporary secretary. Chris Kingston seconded the

motion. Motion passed.

**b. Appointment of Alternates**

**Motion:** Jeffrey Knickerbocker made a motion to appoint

Linda Adamo as an alternate. Marge Abbagnaro seconded the

motion. Motion passed.

**II. Approval of Minutes**

**a. Meeting Minutes 11/8/2023**

**Motion:** Marge Abbagnaro made a motion to approve the minutes. Leah

Masella seconded the motion. The motion passed.

**III. Public Comments**

Nick Lombardi made some observations and questions

**IV. Guest Nick Lombardi and Peter Ford (Center Street Brewery) were in attendance.**

**V. Treasurer Report**

Marge reported on the treasurer report

* Income is down a little. We budgeted $3500 from the EDC and have not yet received anything. Liz asked for $1200.00 for the Stroll that money will be forthcoming. We can go to them for other events as well as marketing and the facade program.
* We budgeted $9300 for the Facade program, and have been reimbursed $6800 waiting for the other $2500 reimbursement.
* We budgeted $4000 for marketing and have not used any to date. Per the CT Main St. review we should be spending money on downtown marketing.
* Legal & accounting we have not yet received a bill from Anthony
* Payroll is running as expected
* $22,000 surplus - we should use to purchase more wreaths for downtown
* Merchandise we spent $8300 and with sales at Celebrate we have made $291 profit but we still have a lot of inventory that will add to that profit.
* Wes noted that people have inquired about purchasing Wallingford merchandise online, which we do not have. Liz has been wanting to do this and will talk to Stephanie about getting the on-line store up and running.
* We are doing well and have money in the bank.
* Liz asked for a fiscal year report on Celebrate so we can see the bottom line on Celebrate as we usually lose money on Celebrate as we grow each year and expenses go up and income down.

**Motion:**  Mike Brunjes made a motion to accept the Treasurer Report.

Wes Krombel seconded the motion. The motion passed.

**Mike Brunjes in regards to Nick’s comments:**

Do we have an opportunity to add something to the agenda? Jeff Knickerbocker said he merely has to email Liz.

Suggestion made to sell our items at local businesses.

**Motion**: Mike Brunjes made a motion: Establish and empower a marketing committee

to work with downtown businesses to sell WCI merchandise. Leah Massella

seconded the motion. The motion passed with discussion of encouraging the

committee to invite Peter from CSB to consult them as a business owner.

**VI. New Business**

1. **Holiday Stroll**

Stroll went well. Words on Wood estimated about 1500 people came into their establishment. Chris reported that all went well at the green with the firepit, music, etc. Some merchants complained about blocking off Center St. This is done for the purpose of keeping the public safe as there is so much foot traffic. If we choose to not do this in the future the Police Dept. will not support our event. The vendors at 4 Center St. did not have much success, people seemed skeptical to go in. At Salon Nathaniel the vendors did very well and he could fit another 2 or 3 next year. Overall a great success (despite the rain). The HUBCAP is doing something at the HUB next year so WCI will not have vendors there. Marge suggested we not promote it as a family event as there is a family event the next day by the Celebrations Committee. There were 3+ Santa’s out during the Stroll. We do not promote it as a family event but can’t prevent people from bringing children.

**b.**  **Report from Stephanie**

No report as Stephanie is not present.

**c. Idea to contract out Steph for SM post to merchants**

Can we contract Stephanie out to assist merchants with their Social Media?

**Discussion**:

No decision will be made until we have a strategic plan. Matter is tabled.

**c. Volunteer appreciation - Annette Pyskaty regarding Stroll & Celebrate**

Jeff asked Liz to write a letter of appreciation and he will sign it.

**d. Update on YMCA Road Race**

Still trying to figure out the logistics of start time. Looking at a starting time whereupon

the end of the race happens just as Celebrate is opening. They are trying to coordinate

with the Apple Festival so that one has a race on Saturday and one on Sunday instead

of being in competition with each other.

**e. Celebrate Wallingford leaders - see handout**

Liz handed out a list of her suggestions for Celebrate Committee leaders, she put people

in areas she thought they would be best at. She wants to establish the leaders as we

need to start planning in January. There are outside community people as well.

Allison suggested we all find our names and prepare questions between now and January and what is expected from us. Liz

also has community committees for food, entertainment (deal with getting bands and

dealing with contracts), civics, and will ask others to join these committees as well.

**f. Budget Committee - set up January meeting, need Board members to**

**sign up**

Jeff would like to be on the budget committee in addition to Liz and Marge. Need one

more person. Bruce volunteered to be on the committee. Will meet in January

separately from the board meeting.

**g. Set up a meeting the new Mayor**

It will be Liz, Jeff and Nikki to meet with Vinnie.

**h. January Guests EDC reps - Joe Mirra and Don Crouch**

There has been a lot of discussion of plans for the Railroad Station, Liz would like Joe

and Don to present the plans.

**VII. Communications**

1. **Executive Director Report**

Report will be submitted late due to the Holiday Stroll

**VIII. Report from Committees**

1. **HUBCAP - no meeting in November**
2. **Wallingford Arts Council - no meeting in November**
3. **Community Resource - no meeting in November**

Marge asked what is the Community Resource? Liz - A group of non-profits driven for

health, inclusion, and service they get together and share ideas.

**IX. Executive Session pursuant to CGS 1-200 6a; the purpose of the session is**

**a discussion of the review of staff**

At 7:02 Bruce Conroy made a motion to go into Executive Session. Allison Cady

seconded the motion. The motion passed.

**X. Adjournment**

Respectively submitted by Linda Adamo, Alternate Secretary

Approved by Jeff Knickerbocker 12/12/23