



**Tuesday, January 9, 2024,
Hubcap
128 Center St.
Wallingford, CT
5:30 pm**

I. Call to Order:

The meeting was called to order at 5:32 by Jeff Knickerbocker

Present: Jeff knickerbocker, Marge Abbagnarro, Nikki Trocchio, Leah Masella, Bruce Conroy, Chris Kingston, Wes Krombel, Linda Adamo, Liz Davis (staff), Mike Brunjes, Nate Battone, Alison Cady, Stephanie Garcia (staff) came in at 6:15 pm

Absent: Candy Grana

Guests: Nick Lombardi, Pete Ford, Joe Mirra, Don Crouch, Jason Michael, Theresa Cipriani

II. Appointment of Temporary Secretary:

Jeff appointed Mike Brunjes as the temporary secretary
Nikki Trocchio made the motion, and Bruce Conroy seconded the motion
Motion Unanimously passed

III. Approval of Minutes:

Bruce made a motion to approve the December meeting minutes
Seconded by Leah Maselli,
Motioned unanimously passed

IV. Public Comments:

Nike Lombardi noted that he submitted an application for board consideration and expressed interest in joining the board.

V. Joe Mirra and Don Crouch from EDC came to update WCI:

- Raise awareness of EDC and expressed desire to work with WCI
- Desire to communicate with landlords about downtown opportunities
- Will send a schedule of EDC meetings
- Looking to create a good working relationship between WCI and EDC and had a discussion about ways to collaborate together
- Highlighted opportunity for development downtown
 - Incentive housing zone
 - The size of shops one of the biggest obstacles to attracting business
 - Update on the railroad project

VI. Approval of Treasurer Report:

Marge reported on the treasurer's report
Alison Cady made a motion to accept

Leah Masella seconded it
Unanimously Approved

VII. New Business:

Report on Holiday Stroll:

- Overall positive, but rain contributed to lack of foot traffic for some merchants
- Roughly 1500 ppl attended
- Go the distance went from 130 last year to 30 this year
- Work on a stylizing map for the stroll and other purposes
- 4 Center Street was not the draw that was expected

Report from Stephanie SM:

- More collaborations with business
- What do you want SM to reflect?
- Expanded to other digital platforms
- Discussion on utilizing podcast room
- The board overall is pleased with the social media content

Liz mentioned WCI's acknowledgement of Mayor Dickinson support of WCI. Purchase brick for outgoing Mayor.

Bruce Conroy made a motion to accept

Chris Kingston seconded the motion

Unanimously Approved

Discuss volunteer and staff appreciation policy and the appropriate way to thank volunteers. Liz will create a draft policy and circulate it to the board for discussion at the next meeting.

Jeff told the Board that Candy Grana resigned from the WCI board

Marge Abbagnarro made a motion to accept

Nikki Trocchio seconded the motion

Motion passed 11-1

We will have a work day to take down garland around the same time wreaths come down and will need volunteers to help.

VIII. Jeff asked to enter the executive session at 7:10 pm

Bruce Conroy made the motion

Chris Kingston seconded the motion

Unanimously Approved

To approve new Board members Nick Lombardi and John Ford

Passed unanimously

Discussion of budgeting for staff compensation

Jeff asked to exit executive session

Bruce Conroy made a motion

Leah Maselli seconded the motion

Unanimously passed

XI. Adjournment

Motion to adjourn the Board meeting at 7:34 pm

Chris Kingston made the motion

Marge Abbagnarro seconded the motion

Unanimously passed