

EDC MARKETING COMMITTEE
Special Meeting Minutes Teleconference
Monday, May 11, 2020

The Marketing Committee special meeting, conducted via the web-based platform GoToMeeting, was called to order via teleconference at 9:05 a.m. by Chair Gingras. Chair Gingras, Commissioners Cymbala and Fritz, EDC staff member Ryan, EDC Chair Joe Mirra, Steve Knight and Secretary Lynn Wolff were in attendance.

1. Discussion and possible action on March 23, 2020 special meeting minutes - The March 23, 2020 special meeting minutes were approved as presented.
2. Update on cancelled spring promotional campaign - Staff shared that all contractual agreements for the original spring promotional campaign have been cancelled. All firms were gracious regarding the cancellations and there were no financial consequences for doing so.
3. Update on 2019-20 Budget - Due to the cancellation of the spring promotional campaign, the EDC promotional budget will end the fiscal year with a balance of approximately \$13,000.
4. Discussion and possible action re: *Wallingford Magazine* article - We will be running the inaugural column "From the Desk of Joe" in the June issue of *Wallingford Magazine*. In addition, there will be a story chronicling the many changes in the Economic Development Office since the onset of COVID-19.
5. Discussion and possible action re: gazebo design for logo and letterhead - Discussion took place regarding the gazebo design for use as the EDC logo; the Committee requested that this be discussed further at the June EDC meeting.
6. Discussion and possible action re: promotional items - The Committee agreed, due to the budget surplus, that staff can look into procuring some promotional items for future distribution at events and trade shows.
7. Next Meeting – June 22 at 9:00 a.m.

The meeting adjourned, by unanimous vote, at 10:05 a.m.

c: Town Clerk
EDC Staff
Website