



Wallingford 350th Jubilee Committee

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MINUTES

WALLINGFORD 350TH JUBILEE MARKETING COMMITTEE

November 9, 2018 – 8:15 AM

Half Moon, Wallingford, CT
SPECIAL MEETING

Sue Bravo, Charity Kucht, Dee Nesti Prior, Tara Knapp, Bob Devaney, Christine Mansfield

1. Approved minutes from October 5, 2018 meeting.
2. Reviewed Celebrate Wallingford merchandise sales receipt - \$697.
3. Bob brought 325th merchandise to review. The committee reviewed merchandise ideation for Stroll purchase and the Jubilee store on November 30th, and approved three items through new Wallingford vendor:
 - 3.1. Topped wine glass with the logo
 - 3.2. Trivet / Silicone bottle carrier
 - 3.3. Silly pen / tech cleaner

Other items will be considered in 2019 meeting for store stocking.

The committee brainstormed children focused ideas, including: mascot (i.e. reindeer), merchandising ideas and a naming contest.

4. Reviewed sponsor mailing date for possible end of year mailing.
5. Review Visitors Bureau ideation for the Chamber and the Hilton, and meeting with the hotels for room blocks. Hilton is offering the use of their shuttle for the night of the ball, possible Hospitality suite offer and bundled sales ticket with room blocks.

Approve meeting dates for 2019: start time: 8:15 a.m. location to be discussed
March 1st, April 5th, May 3rd, September 6th, October 4th

6. Other - Committee welcomed the YMCA's idea to sponsor babysitting program for the Ball night. Committee recommended adding *Instagram*. As part of the visitors' campaign, the Committee does not recommend "Brothers of the Brush", and residents to grow a beard and market a stock campaign. The committee approved the Wallingford 350th "Square" idea and logo placement of the Logo on Center Street and Yalesville Square. Committee will explore the state permission.

Committee will brainstorm the Countdown Time Clock and opportunities to market through the Chamber and other organizations.

Meeting adjourned at 9:15 a.m., Christine Mansfield