



## Wallingford 350<sup>th</sup> Jubilee Committee

The HUBCAP, 128 Center Street, Wallingford, CT 06492

Telephone: 203~284~1807

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### MINUTES

#### Wallingford 350<sup>th</sup> Jubilee Marketing Committee

August 16, 2019 – 8:00 AM

Half Moon, Wallingford, CT

#### SPECIAL MEETING

Attendees: Liz, Christine, Bob, Roz, Charity, Karen, Dee

1. Sponsorship Update - Record Journal kicked off the 350th sponsorship strongly.
2. Event Updates:
  - Religious day changes to *Faith Day - an interfaith event*.
  - Business day changes from Farm to Table, to *Land, Sea & Stars*. Sponsored by Quinnipiac Chamber of Commerce.
  - Bargain Day will be a Summer Stroll through 350 Years ago, each block sponsoring a block i.e. 50's, 60's etc. Meeting next week with WCI to continue brainstorming.
3. 2020 Store Update /Merchandising
  - Store opens for Celebrate Wallingford at Hubcap with satellite sales at WCI events: *Celebrate Wallingford* and *Stroll* events.
  - Merchandise approved: Hats (Bucket, re-order embroidered), reorder T Shirt, Grocery Totes -insulation, coffee travel mug, insulated blanket, cell phone wallet, frisbee (serve with Food truck, Parade), Water bottle, sticker
  - Create Single card to fit into the restaurant checks (3" x 7") with Event schedule
4. Marketing & Promotions - approved creation of:
  - Web site - Create special event Page for Visitors:
  - Create visitors guide/ Packet.
  - Create a Contact List for Committee chairs.
  - Centralize Event list
  - Forms
  - Schedule of Events, Who to contact
  - Post in Library, Chamber, HubCap
  - Create Parking Maps from WCI



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5. PR/ Publicity - Approved media outreach to Radio & TV stations with Press release coordination.
6. Publishing: Recommend moving the distribution date of the Commemorative Book to first week of May.
7. 350th Initiatives:
  - Wallingford 350th "Square" - meeting with Public Works to be scheduled for September and review options.
  - Countdown TimeClock - Town Planning and Zoning newest regulations disallow the LED countdown clock and town property placement. Committee approved the creation of a monument with a plaque, sponsored with the Chamber.
8. Other

### **Next meetings:**

October 10th - 8 a.m.