

EDC MARKETING COMMITTEE
Special Meeting Minutes
Thursday, September 5, 2019

The Marketing Committee special meeting was called to order at 9:00 a.m. by Chair Gingras. Commissioners Cymbala, Chair Gingras as well as EDC staff member Ryan were in attendance; Commissioner Fritz was absent.

1. **Discussion and possible action on May 30, 2019 special meeting minutes** – The minutes were unanimously approved as presented.
2. **Review present ad campaigns** - The Committee discussed and approved the advertisement that will be running in the economic development section of the Fairfield County Business Journal at the end of September.
3. **Community group engagements** - Lengthy discussion led to amendments and additions to the document entitled, “ EDC Talking Points for Public Engagement”. An amended document will be presented at the EDC meeting on September 9 and staff was asked to share a copy with the Mayor. The Committee asked that staff formulate a plan to formalize an exit interview process with businesses leaving Town and suggested it be discussed at the Retention/Incentives Committee meeting.
4. **Next meeting:** October 3 at 9:00 a.m.

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

c: Town Clerk's Office
ec: Jessica Wysocki