



Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311
Wallingford, CT 06492

EDC MARKETING COMMITTEE Special Meeting Minutes Thursday, February 7, 2019

The Marketing Committee special meeting was called to order at 8:30 p.m. by Chair Gingras. Commissioner Cymbala, Chair Gingras and Commission Alternate Fritz as well as Chair Mirra and EDC staff member Ryan were in attendance.

1. Discussion and possible action on November 30, 2018 special meeting minutes - The minutes were unanimously approved as presented.
2. Discussion and possible action on 2019-20 Budget - The Committee review the details of the promotional component of the 2019-20 budget and, after discussion, voted unanimously to approve.
3. Promotional Strategies
 - Spring promotion campaign - The Committee discussed promotional strategies in the Hartford Business Journal *CT Morning Blend*, which is an electronic email push sent out 5 days per week to business subscribers. The Committee also wants to pursue the same with the Fairfield County Business Journal *News at Noon* email push. Staff was asked to look into print and digital promotional opportunities through New Haven Biz. It was agreed that our emphasis should be more on digital and less on print. In addition, the Committee discussed opportunities for local messaging to create additional awareness within our citizenry of economic development initiatives. Also discussed were the advertorial opportunities, specifically building awareness around Wallingford's self-designation as a STEM Town.
Based on suggestions by a Commissioner at a recent EDC meeting, the viability of advertising on Town vehicles was discussed as well as including the phrase "Call EDC for Incentive Programs" on our billboards.
Commissioner Cymbala had asked that staff contact Web Solutions (the company that hosts the Town's website) to see how we can increase traffic on our site.
 - Route 15 Billboard - A paying customer of a Route 15 billboard asked the EDC to consider splitting the message area and, subsequently the charge, for their present billboard. The Committee decided not to pursue this idea.
 - Promotional items - Based on the sample presented, staff was asked to order the thumb-drive business cards.
4. Next meeting - Next meeting is scheduled for March 22 at 8:30 a.m.

The meeting adjourned, by unanimous vote, at 9:40 a.m.

c: Town Clerk's Office
ec: Jessica Wysocki

MktgCommSMMin20719