

out 3/25/19
TCL
J Wysocki
T Ryan



Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311
Wallingford, CT 06492

EDC MARKETING COMMITTEE

Special Meeting Minutes

Friday, March 22, 2019

The Marketing Committee special meeting was called to order at 8:35 p.m. by Chair Gingras. Commissioner Cymbala, Chair Gingras and Commission Alternate Fritz as well as EDC staff member Ryan were in attendance.

1. Discussion and possible action on February 7, 2019 special meeting minutes – The minutes were unanimously approved as presented.
2. Promotional Strategies
 - Spring promotional campaigns – Spring promotional campaigns with Hartford Business Journal *Morning Blend* and *HBJ Today* (both email pushes to prescribed lists) were discussed and subsequently approved for April, May and June campaigns. The Fairfield County Business Journal's *News at Noon* email push and *Biz New Haven's* email push were approved as well for the same time period. The focus of all the campaigns is lower operating costs and access to workforce while targeting data centers and R&D companies in an attempt to drive opportunity to address vacant office spaces in our industrial parks.
3. Discussion re: speaking at local community groups – The Committee asked Staff to come up with a subject list for presentation at TBD local community groups, focusing on anticipated questions, curiosities and EDC efforts.
4. Possible web site redesign – Staff notified the Committee of the Mayor's approval to bring our website up to date regarding software releases. The initiative is subject to budget approval by the Town Council; if approved, a strategy will be forthcoming. Commissioner Cymbala is willing to consult regarding any web upgrades.

Chairman Gingras asked that the Town Center Arts Council initiative be included on all future agendas. Commissioner Fritz, having met with a group of local arts enthusiasts, will send minutes of their meeting, under separate cover, to be included with the distribution of these March minutes.

5. Next meeting: May 3 at 11:30 a.m.

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

c: Town Clerk's Office
ec: Jessica Wysocki

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