



# Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311  
Wallingford, CT 06492

## EDC MARKETING COMMITTEE

### Special Meeting Minutes

Thursday, May 30, 2019

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

1. Discussion and possible action on April 30, 2019 special meeting minutes – The minutes were unanimously approved as presented.
2. Promotional Strategies
  - Spring promotional campaigns update – The campaign was reviewed. It was noted that we are two-thirds of the way through and the campaign will be complete by the end of June. Staff noted that all electronic media are being monitored to make sure ads are running on schedule and that links are working as designed.
3. Speaking at local community groups
  - Review content – The document entitled “Talking Points for Public Engagement Meetings” was reviewed and several additional suggestions will be added. It was noted that this is a living document and will be amended regularly.
4. Billboard Review
  - Messaging/Condition - We reviewed the messaging on all four current billboards and no changes were recommended. In addition, all sites have been evaluated and the signs and surrounding grounds are in good condition.
5. Arts Initiative – Commissioner Fritz gave an energetic report about current activity; minutes from a recent group meeting will be forwarded.
6. Next meeting:

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

c: Town Clerk's Office  
ec: Jessica Wysocki

MktgCommSMMin53019

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