

EDC MARKETING COMMITTEE
Special Meeting Minutes
Wednesday, January 29, 2020

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

1. **Discussion and possible action on December 23, 2019 special meeting minutes** - The December 23, 2019 special meeting minutes were approved as presented.
2. **Update on: Manufacturing Resource Forum** - Commissioner Fritz and staff described the successful Manufacturing Resource Forum (Wallingford and North Haven EDC, Quinnipiac Chamber and UCONN) that was held at BYK on Jan. 28, acknowledging that over 40 manufacturers from Wallingford and North Haven were in attendance along with varying resources from throughout the State. Staff was asked to post photographs and materials on the Town's website and on LinkedIn.
3. **Update on: exit interviews** - Staff reviewed the results of exit interviews conducted by the Retention/ Incentive Committee, noting that of the 12 calls made, only 1 business relocated outside of Wallingford and this was the result of a regional consolidation. No other productive takeaways resulted from these calls. The second round of calls is in process.
4. **Discussion re: messaging of and additional locations for billboards** - Chair Gingras started a conversation on potentially changing our messaging from lowest cost of power to more of a workforce access type of message. Credible source messaging was discussed as well, perhaps highlighting those companies that have regional or world headquarters in our Town. In addition, Chair Gingras asked staff to research the viability of converting the I-91S billboard to a wedge billboard so it can also be seen by northbound traffic.
5. **Discussion re: Spring promotional campaign** - Staff had suggested we consider reducing our spend with the HBJ Morning Blend due to the fact that, as a news aggregator, paywalls have been installed behind many of the stories thus reducing the HBJ audience. Staff will research other promotional opportunities.
6. **Update re: Wallingford 350th Jubilee Celebration Business Day** - Staff met with members of the BOE Technology Staff who agreed to build our Made in Wallingford trivia game. Staff will present five business questions by the end of February so that the technology being proposed can be fully tested.
7. **Discussion re: letterhead (any changes)** - It was suggested that we take the photo of Town Hall off the letterhead and substitute the Gazebo, as the gazebo is becoming a more recognizable Town brand.
8. **Next meeting: Feb 20 at 8:30**

c: Town Clerk
EDC Staff