

**EDC MARKETING COMMITTEE**  
**Special Meeting Minutes**  
**Thursday, February 20, 2020**

The Marketing Committee special meeting was called to order at 8:35 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 January 29, 2020 special meeting minutes - The January 29, 2020 special meeting minutes were approved as presented.
  
2. Discussion re: Spring promotional campaign - After detailed discussion, it was determined to engage in digital campaigns with the Hartford Business Journal, New Haven Biz and the Fairfield County Business Journal. Allocation amongst the three was left to the discretion of Staff.  
In addition, Staff was asked to speak with Wallingford Magazine about a story highlighting the 2019 EDC accomplishments. Staff was also asked to discuss with Wallingford Magazine about doing a regular feature column called "From the Desk of Joe" that would be used as a means of keeping the general public abreast of EDC happenings.  
Staff was asked to research the feasibility of an ad spend on LinkedIn using their GeoMapping technology.  
It was decided that innovation and location would be the two key message components to our ad campaigns. Staff will pursue getting quotes from several Wallingford key companies to include in these ads.
  
3. Discussion re: FY2020-21 Budget - Per the Mayor's request, the Marketing Committee has agreed to level-fund the promotional component of the EDC annual budget.
  
4. Next Meeting – March 23 at 8:30 a.m.

The meeting adjourned, by unanimous vote, at 9:30 a.m.

c: Town Clerk  
EDC Staff  
Website