

EDC MARKETING COMMITTEE
Special Meeting Minutes
Monday, March 23, 2020

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

1. Discussion and possible action on February 20, 2020 special meeting minutes - The February 20, 2020 special meeting minutes were approved as presented.

2. Update re: Spring promotional campaign - Staff shared the advertorial that ran in both the *Fairfield County Business Journal* and *Westchester County Business Journal* as part of those publications' economic development section.
We then reviewed our spring promotional campaign schedule and, given the ongoing market disruption due to COVID-19, Staff was asked to move the promotional calendar activities out of the month of April and concentrate all messaging in the months of May and June.
We discussed an advertorial message scheduled to run in the next edition of *Wallingford Magazine* along with the contents for a column called, "From the Desk of Joe".
Staff shared that an RFP has gone out to get pricing for our social media pilot campaign.

3. Discussion re: I-91 North sign and location - Staff shared that he received notification from CT DOT claiming that our billboard on I-91 North was on State property. We have reason to believe, due to information in our file from August 2012, that said sign is on private property. Staff shared that finding with CDOT representative and has not heard back.

4. Next Meeting – April 27 at 8:30 a.m.

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

c: Town Clerk
EDC Staff
Website