



Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311
Wallingford, CT 06492

MARKETING COMMITTEE
Economic Development Commission
SPECIAL Meeting Agenda/Teleconference
Monday, October 5, 2020 @ 8:00 a.m.
Quinnipiac University**

***Quinnipiac University Campus is not open to the general public; therefore, the public may ONLY access the meeting VIRTUALLY using the following link:**

Join Zoom Meeting
<https://quinnipiac.zoom.us/j/2438751205>

1. Discussion and possible action on June 22, 2020 special meeting minutes (*Attach.*)
2. Discussion and possible action re: digital marketing campaign
3. Next meeting:

c: Town Clerk
EDC Staff

ec: Mark Gingras Maribel Carrion, QCC
Patricia Cymbala Jessica Wysocki
Rob Fritz Website
GovMedia Record-Journal/Htfd. Courant/NH Reg.

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EDC MARKETING COMMITTEE

Special Meeting Minutes

Monday, June 22, 2020

The Marketing Committee special meeting was called to order at 9:05 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 May 11, 2020 special meeting minutes - The May 11, 2020 special meeting minutes were approved as presented.
2. Update on 2019-20 Budget - Staff shared that, given the cancellation of the spring promotional campaign due to COVID-related concerns, we will likely end the fiscal year roughly \$10,000 under budget.
3. Discussion and possible action re: digital marketing initiative -The Committee is working on launching a marketing initiative in September. A digital marketing initiative was discussed and would involve working with marketing students from Quinnipiac University. The Committee agreed to allow staff to pursue a framework for a digital campaign and report back at the next Marketing Committee meeting.
4. Discussion and possible action re: gazebo design for logo and letterhead - The design from Wallfrog for new letterhead was approved as presented.
5. Update re: promotional items - Recognizing there would be available funds in our Promotional budget, the following promotional items were purchased: 500 Wallingford Works pencils, 250 cell phone wallets and 50 USB wallet cards.
6. Discussion re: WebSolutions agreement - Staff reported on the status of the upgrade to the new Town website being developed by WebSolutions.
7. Next Meeting - July 20 at 9:00 a.m.

The meeting adjourned, by unanimous vote, at 10:00 a.m.

c: Town Clerk
EDC Staff
Website

MktgCommSMMin062220