

DRAFT

EDC MARKETING COMMITTEE Special Virtual Meeting Minutes Monday, November 30, 2020

The Marketing Committee special virtual meeting was called to order at 8:00 a.m. by Chair Gingras. Chair Gingras, Commissioner Cymbala and EDC staff member Ryan, along with seven Student Marketing Team members from Quinnipiac University and their Professor, were in attendance. Commissioner Fritz was absent. Commissioner Bracale joined the meeting at approximately 8:15 a.m.

1. Discussion and possible action on November 16, 2020 special meeting minutes - The November 16, 2020 special meeting minutes were approved as presented.
2. Continuation of discussion re: digital marketing campaign - As a result of presentations made by the Quinnipiac University Student Marketing Team (SMT), the Committee agreed to pursue marketing strategies on LinkedIn, Instagram and Facebook. The SMT will determine strategies for a content library and audience development. In addition, the EDC home page on the Town's website was reviewed and slight design modifications will be recommended at our next meeting. The use of key words will enhance search engine optimization. The SMT will also update our marketing brochure in electronic format.
3. **Next Meeting** – December 7, 2020 at 8:00 a.m. (virtual)

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

c: Town Clerk
EDC Staff
Website