

# DRAFT

## **EDC MARKETING COMMITTEE Special Virtual Meeting Minutes Monday, December 7, 2020**

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

1. Discussion and possible action on November 30, 2020 special meeting minutes - The November 30, 2020 minutes were unavailable.
2. Continuation of discussion re: digital marketing campaign - Individual students were assigned roles to operate our digital marketing platforms (such as LinkedIn, Instagram and Facebook). The mechanics are being worked through and content libraries are being formulated. Final webpage design changes will be sent soon for staff to review with the Town's website administrator and the Webmaster. Staff, along with EDC Chair and Vice Chair, will be meeting with the Mayor to formalize this initiative. We hope to start marketing messaging before year's end.
3. Next Meeting – Tentatively set for January 4, 2021 at 8:00 a.m. (virtual)

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

c: Town Clerk  
EDC Staff  
Website