



Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311
Wallingford, CT 06492

MARKETING COMMITTEE Economic Development Commission SPECIAL Meeting Agenda Monday, January 4, 2021 @ 8:00 a.m.

The meeting may ONLY be accessed VIRTUALLY using the following link:

<https://quinnipiac.zoom.us/j/95043001922>

1. Discussion and possible action on November 30 and December 7, 2020 special meeting minutes (*Attach.*)
2. Continuation of discussion re: digital marketing campaign
3. Discussion and possible action regarding HUBCAP Annual Pipeline Sign Sponsorship for 2021
4. Next meeting:

c: Town Clerk
EDC Staff

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

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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

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