

DRAFT

EDC MARKETING COMMITTEE Special Virtual Meeting Minutes Monday February 22, 2021

The Marketing Committee special virtual meeting was called to order at 8:00 a.m. by Chair Gingras. Chair Gingras, Commissioners Cymbala, Bracale and Fritz, EDC staff member Ryan, and six Student Marketing Team (SMT) members and Professor Tomczyk from Quinnipiac University were in attendance.

1. Discussion and possible action on January 20, 2021 special meeting minutes - The minutes were unanimously approved
2. Digital channel reports - Each member of the SMT reported out on their respective channel. LinkedIn is up and running as is our email marketing campaign and college outreach program. A new website landing page is live; however recommendations were made regarding the image slider and its lack of appeal. It was recommended that the image slider be removed and that logos be added next to the business testimonials. The Facebook initiative remains on hold. An EDC Instagram account has been created and that initiative will become live within the next two weeks.
3. Discussion and possible action on 2021-22 Marketing Budget - The Marketing Committee discussed the next fiscal year budget and voted to approve submitting \$29,050 (the same marketing budget as last year) to the Mayor. In further discussion the Commission asked that staff research the cost of SEO (Search Engine Optimization) as part of this budget year's expenditures.
4. Next meeting: No date set

The meeting adjourned, by unanimous vote, at 9:35 a.m.

c: Town Clerk
EDC Staff
Website