

# DRAFT

## EDC MARKETING COMMITTEE

### Special Virtual Meeting Minutes

Monday, April 12, 2021

The Marketing Committee special virtual meeting was called to order at 8:06 a.m. by Chair Gingras. Chair Gingras, Commissioners Cymbala and Bracale, EDC staff member Ryan, along with EDC Commissioners Fappiano and Preneta, and six (6) Student Marketing Team (SMT) members from Quinnipiac University along with Associate Prof. Tomczyk were in attendance. Commissioner Fritz was not in attendance.

1. Discussion and possible action on March 22, 2021 special meeting minutes - The minutes were approved as presented.

2. Digital channel reports - Each member of the SMT reported out on their respective channels.

Instagram channel – Channel captain is pleased with the organic growth of followers. Our next initiative to broaden our audience will have him searching for Wallingford Instagram users that have a business association in their profile. Our goal is to double our followers from the present 82 before our next meeting.

Email channel – We will add functionality to our Mail Chimp email tool to allow people to join our email list via other channels. The channel leader will research how we can categorize contacts by different professional designations. It was further reported that click-throughs happen at a higher rate with emails sent later in the day vs. early morning.

Linked In – Traffic is low at 48 visitors with a 19% click-through rate. We have redirected our audience development efforts from regional to local. Our goal is to double our 179 followers before our next meeting.

Website – The present slide grid that exists on our site will be replaced with logos from prominent businesses and limited to a total of twelve (12). The criteria for selecting the logos is to build credibility within our website by using companies of certain size and favorable reputation. We agreed that by selecting some logos, there may be some companies that would like to be included, however our logos must be selected based on strategic purpose and thus need to be limited. We are unable to draw conclusions based on our limited traffic. We need more consistent messaging which is an ongoing effort. It was further discovered that our Instagram channel was not linked to our webpage; this will be corrected.

College Outreach – Response from Community Colleges has been non-existent, thus our efforts to assist local companies in making connections through the college placement offices is being put on hold.

- 3. SMT Presentation to Wallingford Town Council** - The SMT is scheduled to present to our Town Council at the Regular scheduled meeting on May 25, 2021. Of the seven (7) members of the SMT, two (2) people have been selected to present via a PowerPoint presentation. All SMT members will be creating individual slides, highlighting their efforts and biographies. Said slides will be woven into one presentation.

The SMT left the meeting once the discussion on item #3 was concluded.

- 4. Discussion on re-engaging our Media Mix** - Staff had described a special project that he is working on with the Hartford Business Journal to develop an advertorial highlighting prominent businesses that have located into our town in the last several years. The concept is to use testimonials identifying why Wallingford is a great town to locate your business. These advertorials will then be leveraged across all digital channels.
- 5. Update on ED Marketing Specialist Position** - Staff reported that this part-time position should be posted by weeks end.
- 6. Next meeting:** Thursday, May 13, 2021 from 8:30 to 10:00 am

The meeting adjourned, by unanimous vote, at 9:32 a.m.

c: Town Clerk  
EDC Staff  
Website

EDCMCSVMMin041221Dr