



Town of Wallingford
Economic Development Commission
45 South Main Street, Room 311
Wallingford, CT 06492

MARKETING COMMITTEE
Economic Development Commission
SPECIAL Meeting Agenda
Monday, April 12, 2021 @ 8:00 a.m.

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

<https://quinnipiac.zoom.us/j/91572826186>

1. Discussion and possible action on March 22, 2021 special meeting minutes (*Attach.*)
2. Digital channel reports.
3. SMT Presentation to Wallingford Town Council.
4. Discussion on re-engaging our Media Mix.
5. Update on ED Marketing Specialist Position.
6. Next meeting:
Update on Budget Presentation to Town Council.

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.
EDC Commission GovMedia

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DRAFT

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

The Marketing Committee special virtual meeting was called to order at 8:03 a.m. by Chair Gingras. Chair Gingras, Commissioners Wolfe, Fritz, Cymbala, Bracale and EDC staff member Ryan, and six Student Marketing Team (SMT) members from Quinnipiac University were in attendance.

1. Discussion and possible action on February 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 report showed forty (40) connections, mostly small businesses. Our channel captain was pleased because the growth at this point has been all “Natural”. Given the targeted nature of the audience, we are happy with where we are at this point in time. Our goal is to grow to one hundred (100) targeted contacts by our next meeting. Commissioner Wolfe suggested that we begin adding channel statistics to the monthly EDC reports. It was suggested that staff develop followers by asking those businesses that have an Instagram presence to follow us.

Email channel – There have been three (3) messages sent to date, SMT channel captain is happy with the click through rate, and noted that updating and expanding the email contact list is a priority. The channel captain will also strengthen our call to action, perhaps using a pop up in future emails.

Linked In – We are off to a slow start using our Sales Navigator Tool to develop a target geographic audience. We have had five (5) posts to date. Our next initiative is to invite local companies via the Sales Navigator Tool.

Website – Discussion about the photo slider/rotator component of our site lead to us agreeing to do a static logo grid that will hot link all company logos. Criteria for company selection should be driven by companies with large images, large outreach, and acceptable social profiles. The channel captain will supply mockups of the logo grid and business testimonials with logos added. The site traffic has grown to 288 total sessions; up from 147 last month. Strategies were then discussed across all channels to more effectively drive traffic to the website.

College Outreach – No additional activity to report.

Rob Fritz arrived at 8:37

- 3. Further exploration of Facebook digital channel** -The committee had expressed concerns regarding the possibility/probability of negative comment coming through Facebook channels. It was agreed that we will engage Facebook using more neutral types of messages that show company expansion or special projects...for example, subjects that are more informative and less potential for controversy.

Patricia Cymbala arrived at 8:57

- 4. Digital channel introduction to Wallingford Town Council** - Staff reported that he has spoken to the Chair of the Town Council regarding the SMT making a presentation in one of their April meetings. The committee suggested a Power Point presentation that would include photos of all team members along with a chronology of the project. Staff will speak to Prof. Tomczyk to organize the presentation.
- 5. Discussion on SEO (Search Engine Optimization)** - Staff discussed SEO with Web Solutions based on the request of the committee. Web Solutions has suggested looking at keyword optimization every 6 months since municipal sites are not typically as active as most commercial sites. The committee has different views and would like to consider this an open item for future discussion.
- 6. Next meeting:** Monday, April 12, 2021 at 8:00 am

The meeting adjourned, by unanimous vote, at 9:25 a.m.

c: Town Clerk
EDC Staff
Website

EDCMCSVMMin032221Dr