



Wallingford 350th Jubilee Committee

The HUBCAP, 128 Center Street, Wallingford, CT 06492

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MINUTES

Wallingford 350th Jubilee Marketing Committee
October 5, 2018 – 8:00 AM

Half Moon, Wallingford, CT

Attendees: Rosalind Gallagher, Charity Kruchyt, Dee Nesti Prior, Tara Knapp, Bob Devaney Jr., Christine Mansfield

The committee reviewed key sponsorships, including Masonicare (\$20k, Fireworks), Choate (\$20k, Ball) and media trade ideation. Key partnerships continue to utilize existing town services and department assets to leverage monies, including:

- 350th Store oversight/inventory, Bargain Day Sidewalk Sales - *WCI*
- 350th Headquarters - *Wallingford HubCap*
- 350th Block Dance coordination - *Town of Wallingford Public Celebration*
- *Business Day coordination* - Quinnipiac Chamber of Commerce chairing Wallingford Economic Commission organizing business tours
- Senior Day - Wallingford Senior Center
- Website, Store location, Fireworks bid contract (locked pricing) - *Park and Recreation*
- Comptroller/ Finance office - process merchandise sales, invoices and financial transactions
- Security/ Safety - Wallingford Police, Fire, EMS, Fire Marshal
- Religious - all institutions, synagogues and churches invited to Ecumencial service

Committee continues to leverage town organizations to co-host events, including

- Women's Day - Wallingford Community Women
- Play - Wallingford Community Theatre
- 2020 Jubilee Floral displays - Wallingford Garden Club
- History/ Diversity Day & Moments List - Wallingford Historical Society, Preservation Trust, Library, BOE
- Quinnipiac Chamber - Business day
- Media - WPAA, RJ
- 350th Wine Bottling - Gouveia

Committee reviewed channel ideation, including:

1. Newspaper: including Daily “Moments” history fact for 1 year and sponsorship package to be finalized this month.
2. Web Site - Wallingford350.org
3. Social Media - *Twitter, Facebook, Blogger* - Other: Committee suggesting to add Instagram.
4. Publishing - Tarn Granucci authoring 350 “Moments” book, Arcadia Publishing, 5000 copies
5. Billboards - requested partnership/ inclusion on:
 - a. EDC: 2020: at least one of four Economic Development Commission Billboards (2 on Rte. 5, 2 on 91) - pending review of EDC Marketing Committee; Gaylord offered to promote the June 2020 Jubilee
 - b. New: Gaylord offered to promote 350th Jubilee on a Billboard for June, 2020.
6. Onsite - shared ideation of a temporary *Visitors Bureau*, to be hosted at selected locations, featuring brochures and marketing material about the town and creation of a countdown clock. Chamber offered to sponsor.
7. Special - Walking Tour Maps of History- historian created (4) walking tours with historic sites of interest. Committee will create a brochure and inquire with Library to promote virtually and in print, and consider video production.
8. Media:
 - a. WPAA - TV - Committee offered to add a moments on Business and another moment on the history of the fire department with their 150th anniversary.
 - b. WQUN - new - Chamber offered Wallingford 350th 2- 3 radio spots through the Quinnipiac contract.
9. Store - to be hosted at Park and Recreation (New), featuring retail sales and credit card transactions via Park and Rec website; no merchant processing or app; no online shipping (pick-up only). This will complement the Headquarters, located at the HubCap, with promotion of 350 Sign (already created), brochures, and guides.



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10. Merchandise sales - for sale now: *TShirt* (cotton), *Hat*, *Magnet*, *Socks* inventory will sell at Celebrate Wallingford. Team brainstormed additional ideas, including:

Traditional Merchandise ideas: (Note: prices are directional from a local supplier website, and will be negotiated:)

Product	Qty (x 100)	Price	
Long sleeve	\$844.00	\$8.44	Hanes 100% Cotton
Performance Short	\$1,098.00	\$10.98	Gildan Dry Blend Jersey Knit
Exclusive Items	Qty on 50		
Travel Blanket	\$1,299.00	\$25.98	Port Authority Packable Travel Blanket (12.5" x 13")
Scarf	\$299.00	\$5.98	Port Authority R Tek Fleece Scarf
Stadium Seat	\$999.00	\$19.98	Port Authority Stadium Seat
	Qty on 100		
Wine Glass Lanyard	\$15.90	\$0.16	Wine glass Lanyard
Wine Glass	\$182.00	\$1.82	16 oz Libbey Festival Bordeaux
Umbrellas	\$888.00	\$8.88	48" Auto Umbrella
Ceramic Mug	\$129.00	\$1.29	Economy Mug
Flash Drives	\$667.00	\$6.67	4GB Mobile Phone Flash Drive
Beach Towel	\$1,962.00	\$19.62	28" x 58" #144 unit price
Beach Bag	\$210.00	\$2.10	Liberty Beach Corporate /Travel Tote Bag
Day Tote	\$299.00	\$5.98	Port Authority Day Tote Essential ZipTote
<i>Committee ideas:</i>			
Portable Chair/Fold-up			
Backpack /Wine/			
Lunch totes			
Tumblers / Yeti			



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Committee asked to brainstorm offline and bring ideas to next meeting.

Committee discussed budgeting items for consideration in 2020, including:

Budget:

2020	Marketing	Brochures	\$1000
2020	Marketing	Tourism Bureau Sign/ (Hilton, Chamber	\$300
2020	Marketing	Visitor Bureau Backdrop	\$100
2020	Marketing	Posters / Signs	\$1000
2020	Marketing	Online Advertising for Jubilee	Sponsorship pending
2020	Marketing	Sponsorship Mailing	\$300.00
1/1/2020	Merchandise	350th Branded Products for Sale	\$15,000.00
7/1/2020	Marketing	Countdown Clock	\$800.00
7/1/2020	Marketing	Street Signs / Flags	\$1,000.00

11. Events - Annual booth at Celebrate Wallingford, Masonicare “Grand Masters” Day community booth area

12. Logo - trademark completed per legal. No external sales use. Third party sponsorship by approval only.

Key Dates:

- October 6, 7 - Celebrate Wallingford Booth
- October 16th - Public Information Session Meeting, 7 p.m. HubCap
- October 24 - 5:15 Directors Meeting, HubCap
- November 2nd - 8:15 a.m. - Next Marketing meeting date proposed

Meeting ended at 8:50 a.m.

Respectfully submitted,

Christine Mansfield