

out 4/30/19

T. Cl.
T. Ryan
J. Wysocki



Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311
Wallingford, CT 06492

EDC MARKETING COMMITTEE Special Meeting Minutes Tuesday, April 30, 2019

The Marketing Committee special meeting was called to order at 8:45 p.m. by Chair Gingras. Commissioner Cymbala, Chair Gingras as well as EDC staff member Ryan were in attendance.

1. Discussion and possible action on March 22, 2019 special meeting minutes – The minutes were unanimously approved as presented.
2. Promotional Strategies
 - Spring promotional campaigns update – The details of the spring promotional campaign— that focus on electronic campaigns running with the *Fairfield County Business Journal*, the *Hartford Business Journal* and *New Haven Biz*—were reviewed in detail. Staff reported that there is a minimal amount left in the promotional budget; this will be watched closely so we don't exceed the budgeted number.
3. Speaking at local community groups
 - Subject matter – The Committee and Staff vetted a number of specific subject topics and data points, which will be compiled by Staff and act as a blueprint for Commissioners to present at public meetings.
4. Arts Initiative – No report.
5. Next meeting: May 30 at 8:30 a.m.

The meeting adjourned, by unanimous vote, at 9:45 a.m.

c: Town Clerk's Office
ec: Jessica Wysocki

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