

**EDC MARKETING COMMITTEE**  
**Special Meeting Minutes**  
**Thursday, October 3, 2019**

The Marketing Committee special meeting was called to order at 9:00 a.m. by Chair Gingras. Commissioners Cymbala, Chair Gingras as well as EDC staff member Ryan were in attendance; Commissioner Fritz was absent.

1. Discussion and possible action on September 5, 2019 special meeting minutes – The minutes were unanimously approved as presented.
2. Discussion re: *exit interviews* - As was recommended at last month's Marketing Committee meeting, staff discussed with the Retention/Incentive (R/I) Committee the subject of drilling down with exit interviews. Members of the R/I Committee will make calls based on a list provided by the economic development office. Outcomes will be shared with Marketing Committee.
3. Discussion re: *community group engagements/talking points* - Additions to the draft presented at last month's meeting included a list of businesses that do business nationally and internationally and have local operations. Also, it was suggested that we add workforce development initiatives supported by the economic development office, including our efforts regarding STEM initiatives. It was further mentioned that staff meet with Wallingford Magazine to discuss possible stories regarding economic development initiatives.
4. Discussion re: *LinkedIn suggestion* - The R/I Committee had asked that the Marketing Committee consider setting up an EDC LinkedIn page. The concept was supported by the Marketing Committee; in additional staff was asked to research a presence on Alignable.com.
5. *Next meeting*: Date to be determined. The Chairman asked that the following items be placed on the next agenda: Manufacturing Resource Forum and Wallingford's 350<sup>th</sup> Celebration. Staff distributed the latest list of New/Expanded/Relocated businesses and noted that, as of August, there were 39 new businesses, 6 business that expanded and 4 businesses that relocated with Town borders.

The meeting adjourned, by unanimous vote, at 10:05 a.m.

c: Town Clerk's Office