



Wallingford 350th Jubilee Committee

The HUBCAP, 128 Center Street, Wallingford, CT 06492

Telephone: 203~284~1807

Email: Wallingford350@gmail.com

Web site: www.wallingford350.org

AGENDA

Wallingford 350th Jubilee Marketing Committee

November 1, 2019 – 8:00 AM

Half Moon, Wallingford, CT

SPECIAL MEETING

1. Merchandising/ Jubilee Store opening & Pop-up booth
 - Sales Update
 - Inventory update
 - Signage/ branding
 - Merchant/ POS
 - Staffing
 - Future hours
 - Distribution channels

2. Sponsorship Update
 - Current Strategy / guidelines
 - Key updates

3. Marketing & Promotions
 - Holiday Cinema
 - 2020 Direct mail, Email & Social Media Strategies
 - Key event support
 - Committee adjunct tactics
 - 3rd party requests for branding/ use of 350th logo for profit
 - Non Wallingford vendor requests

4. PR/ Publicity
 - Next Media Push
 - Social Media coordinators
 - Press release calendar
 - Next steps

5. 350th Initiatives:
 - Wallingford 350th “Square”
 - Countdown TimeClock



Wallingford 350th *Jubilee* Committee

The HUBCAP, 128 Center Street, Wallingford, CT 06492

Telephone: 203~284~1807

Email: Wallingford350@gmail.com

Web site: www.wallingford350.org

6. Other

Next meetings: September 6th, October 4th