

EDC MARKETING COMMITTEE
Special Meeting Minutes
Monday, November 18, 2019

The Marketing Committee special meeting was called to order at 8:30 a.m. by Chair Gingras. Commissioners Cymbala and Fritz, Chair Gingras and EDC staff member Ryan were in attendance.

1. Discussion and possible action on October 3, 2019 special meeting minutes – The minutes were unanimously approved as presented.
2. Update on: **LinkedIn** – Staff reported that we are actively posting to a LinkedIn account. The Committee suggested we attempt to list EDC happenings on a weekly basis but cautioned that content must be justifiable.

Commissioner Fritz arrived at 8:45 a.m.

Staff was asked to mine LinkedIn to engage Wallingford businesses that have a LinkedIn presence in efforts to build a contact list, which now stands at roughly 160.

3. Discussion re: **Manufacturing Resource Forum** – Details of the Manufacturing Resource Forum including dates, location and agenda were discussed. Staff was asked to extend an invitation to other Wallingford departments that are actively engaged in the economic development process.
4. Discussion re: **Wallingford 350th Jubilee Celebration** – EDC has been asked to play a role in the 350th Celebration for Wallingford Business Day (June 24, 2020). The Committee had discussed tours of businesses or doing videos that could be displayed at businesses around Town. Those ideas have given way to a Town-wide *Made in Wallingford Trivia Contest*, the goal would be to inform Wallingford citizens about the many products made in our Town. Several ideas were discussed and members were asked to refine their thoughts between now and the next meeting. Staff was asked to make a list of companies that could be represented in the trivia contest.
5. Update on: **exit interviews** – Staff reported that the Retention/Incentives Committee has not met since the last Marketing Committee; thus no update. It was suggested that we may benefit by asking new businesses why they selected Wallingford; staff will include that in our welcome calls and report back next month.
6. Next meeting: December 23 at 8:30 a.m.

The meeting adjourned, by unanimous vote, at 9:55 a.m.

c: Town Clerk's Office