

**EDC MARKETING COMMITTEE**  
**Special Meeting Minutes**  
**Monday, December 23, 2019**

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

1. Discussion and possible action on November 18, 2019 special meeting minutes – The minutes were unanimously approved as presented.
2. Update on: LinkedIn postings and views – Staff reported there have been over 2,300 views from postings as part of our LinkedIn initiative.
3. Update on: exit interviews – Staff reported that the Retention/Incentives (R/I) Committee has received a list of 12 companies that had power disconnected during November and December. The R/I Committee will make calls and chronical the dialog; staff will report on results at the next Marketing Committee meeting.
4. Update re: Wallingford 350<sup>th</sup> Jubilee Celebration Business Day – The Marketing Committee is developing a “Made In Wallingford” Trivia Game as part of the Wallingford 350<sup>th</sup> Jubilee Celebration. The original idea had 30 trivia questions and there was concern that this was too many. Effort is being made to alter the format so that people can do 10, 20 or 30 questions. This fun, electronic trivia game will be disseminated in many ways, including trivia nights at local restaurants/bars. Commissioner Cymbala is constructing a list of those restaurants/ bars that offer trivia nights. Staff has contacted the Superintendent of Schools to enlist technical assistance with the game.
5. Update re: Manufacturing Resource Forum – The invitation for the upcoming *Resources for Manufacturing Forum* was distributed. Staff was asked to forward an invitation to all Commissioners.
6. Discussion with Joe Mirra re: promoting the efforts of the Commission – On the heels of the most recent Mayoral election, Chairman Mirra felt it was necessary for the EDC to self-promote so that citizens have a better idea of the EDC’s objectives and successes. The Committee agreed and will formulate specifics in our 2020 Marketing Plan.

7. Discussion (from EDC meeting) re: expanding the use of the billboards - The EDC Commissioner had asked the Committee to consider utilizing billboards in our border communities. After discussion the Committee felt there were more effective uses of our marketing dollars.

8. Next Meeting: January 29, 2020 @ 8:30 a.m.

The meeting adjourned, by unanimous vote, at 9:40 a.m.

c: Town Clerk's Office  
EDC Staff  
Website

MktgCommSMMin122319