



## Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311  
Wallingford, CT 06492

**MARKETING COMMITTEE**  
**Economic Development Commission**  
**SPECIAL Meeting Agenda**  
**Monday, May 11, 2020 @ 9:00 a.m.**

**THE SPECIAL MEETING OF THE EDC'S MARKETING COMMITTEE WILL BE HELD  
REMOТЕLY ONLY ON MAY 11, 2020 AND WILL BE ACCESSED THROUGH:**

<https://global.gotomeeting.com/join/958618485>

**You may also dial in using your phone:**

United States (Toll Free): [1 877 309 2073](tel:18773092073)

United States: [+1 \(312\) 757-3129](tel:+13127573129)

Access Code: 958-618-485

An audio recording of this meeting will be available on the Town of Wallingford YouTube Channel:  
<https://www.youtube.com/c/wallingfordgovernmenttelevision>

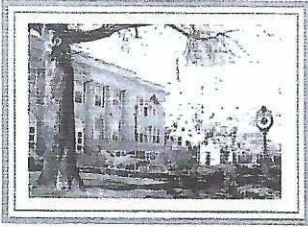
***NOTE to Attendees: Please be aware that this meeting will be recorded.  
EDC Specialist Tim Ryan will instruct the attendees as to how the meeting will be conducted.***

1. Discussion and possible action on March 23, 2020 special meeting minutes (*Attach.*)
2. Update on cancelled Spring Promotional Campaign
3. Update on 2019-20 Budget
4. Discussion and possible action re: *Wallingford Magazine* article
5. Discussion and possible action re: gazebo design for logo and letterhead (*Attach.*)
6. Discussion and possible action re: promotional items
7. Next meeting:

c: Town Clerk  
EDC Staff

ec:	Patricia Cymbala	GovTV	Steve Knight
	Mark Gingras	Dee Prior Nesti	Jessica Wysocki
	Rob Fritz	Joe Mirra	Website

MktgCommSMAg051120



# Town of Wallingford

Economic Development Commission

## EDC MARKETING COMMITTEE Special Meeting Minutes Monday, March 23, 2020

The Marketing Committee special meeting was called to order at 8:35 a.m. by Chair Gingras. Chair Gingras, Commissioner Fritz and EDC staff member Ryan were in attendance. Commissioner Cymbala was absent.

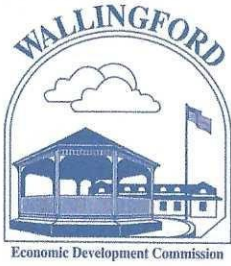
1. **Discussion and possible action on February 20, 2020 special meeting minutes** - The February 20, 2020 special meeting minutes were approved as presented.
2. **Update re: Spring promotional campaign** - Staff shared the advertorial that ran in both the *Fairfield County Business Journal* and *Westchester County Business Journal* as part of those publications' economic development section.  
We then reviewed our spring promotional campaign schedule and, given the ongoing market disruption due to COVID-19, Staff was asked to move the promotional calendar activities out of the month of April and concentrate all messaging in the months of May and June.  
We discussed an advertorial message scheduled to run in the next edition of *Wallingford Magazine* along with the contents for a column called, "From the Desk of Joe".  
Staff shared that an RFP has gone out to get pricing for our social media pilot campaign.
3. **Discussion re: I-91 North sign and location** - Staff shared that he received notification from CT DOT claiming that our billboard on I-91 North was on State property. We have reason to believe, due to information in our file from August 2012, that said sign is on private property. Staff shared that finding with CDOT representative and has not heard back.
4. **Next Meeting** - April 27 at 8:30 a.m.

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

c: Town Clerk  
EDC Staff  
Website

MktgCommSMMin032320

**Wallingford, Connecticut**



**Town of Wallingford**  
**Economic Development Commission**  
**45 South Main Street, Room 311**  
**Wallingford, CT 06492**