

EDC MARKETING COMMITTEE
Special Meeting Minutes
Monday, June 22, 2020

The Marketing Committee special meeting was called to order at 9:05 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 May 11, 2020 special meeting minutes** - The May 11, 2020 special meeting minutes were approved as presented.
2. **Update on 2019-20 Budget** - Staff shared that, given the cancellation of the spring promotional campaign due to COVID-related concerns, we will likely end the fiscal year roughly \$10,000 under budget.
3. **Discussion and possible action re: digital marketing initiative** -The Committee is working on launching a marketing initiative in September. A digital marketing initiative was discussed and would involve working with marketing students from Quinnipiac University. The Committee agreed to allow staff to pursue a framework for a digital campaign and report back at the next Marketing Committee meeting.
4. **Discussion and possible action re: gazebo design for logo and letterhead** - The design from Wallfrog for new letterhead was approved as presented.
5. **Update re: promotional items** - Recognizing there would be available funds in our Promotional budget, the following promotional items were purchased: 500 Wallingford Works pencils, 250 cell phone wallets and 50 USB wallet cards.
6. **Discussion re: WebSolutions agreement** - Staff reported on the status of the upgrade to the new Town website being developed by WebSolutions.
7. **Next Meeting** – July 20 at 9:00 a.m.

The meeting adjourned, by unanimous vote, at 10:00 a.m.

c: Town Clerk
EDC Staff
Website