



Town of Wallingford

Economic Development Commission

MARKETING COMMITTEE
Economic Development Commission
SPECIAL Meeting Agenda
Monday, July 20, 2020 @ 9:00 a.m.
Room 315, Town Hall

SOCIAL DISTANCING PRECAUTIONS, INCLUDING WEARING OF MASKS, IN EFFECT

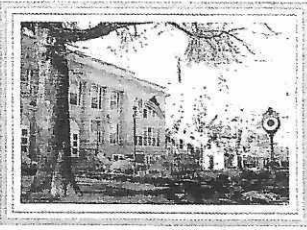
1. Discussion and possible action on June 22, 2020 special meeting minutes (*Attach.*)
2. Discussion and possible action re: digital marketing initiative
3. Next meeting:

c: Town Clerk
EDC Staff

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

EDCMCSMAg072020

Wallingford, Connecticut



Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311
Wallingford, CT 06492

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

MktgCommSMMin062220