

**EDC MARKETING COMMITTEE**  
**Special Meeting/Teleconference Minutes**  
**Monday, October 5, 2020**

The Marketing Committee special meeting was called to order at Quinnipiac University at 8:10 a.m. by Chair Gingras. Chair Gingras, Commissioner Cymbala, EDC staff member Ryan and four Student Marketing Team members from Quinnipiac University and their Professor, attended. Commissioner Fritz, guest-Commissioner Bracale and three Student Marketing Team members attended virtually.

1. Discussion and possible action on June 22, 2020 special meeting minutes - The June 22, 2020 special meeting minutes were approved as presented.
  
2. Discussion and possible action re: digital marketing initiative - An extensive conversation took place after the Student Marketing Team (SMT) reviewed all the Town's marketing materials in preparation for the meeting. The SMT was generally impressed with all that Wallingford has to offer but sees, however, opportunities for us to tell a more compelling story. The SMT was broken into three groups and were asked to complete the following assignments before our next meeting: Branding Analysis, Stakeholder Interviews and Competitor Analysis. Each team member has committed until the end of May 2021 (eight months) and each will be compensated \$250 every two months for their work on the project.
  
3. Next Meeting – October 19 at 8:00 a.m. at Quinnipiac University with a virtual option for public access.

The meeting adjourned, by unanimous vote, at 9:10 a.m.

c: Town Clerk  
EDC Staff  
Website

EDCMCSMMinTeleconf100520