



Town of Wallingford

Economic Development Commission

MARKETING COMMITTEE
Economic Development Commission
SPECIAL Meeting Agenda
Monday, November 2, 2020 @ 8:00 a.m.
Quinnipiac University*

*Quinnipiac University Campus is not open to the general public; therefore, the public may ONLY access the meeting VIRTUALLY using the following link:

Join Zoom Meeting

<https://quinnipiac.zoom.us/j/93557919920>

1. Discussion and possible action on October 19, 2020 special meeting minutes (*Attach.*)
2. Continuation of discussion re: digital marketing campaign
3. Next meeting:

c: Town Clerk
EDC Staff

ec: Mark Gingras Maribel Carrion, QCC
Patricia Cymbala Jessica Wysocki
Rob Fritz Website
GovMedia Record-Journal/Htfd. Courant/NH Reg.

EDCMCSMAg110520

Wallingford, Connecticut

EDC MARKETING COMMITTEE
Special Meeting Minutes
Monday, October 19, 2020

The Marketing Committee special meeting was called to order at Quinnipiac University at 8:00 a.m. by Chair Gingras. Chair Gingras, Commissioner Cymbala, Commissioner Fritz, EDC staff member Ryan and four Student Marketing Team members from Quinnipiac University and their Professor attended. Guest Commissioner Bracale and two Student Marketing Team members attended virtually.

1. Discussion and possible action on October 5, 2020 special meeting minutes - The October 5, 2020 special meeting minutes were approved as presented.
2. Continuation of discussion on digital marketing initiative - Presentations on Branding Analysis, Wallingford Value Propositions and Competitor Analysis were made by the Student Marketing Team (SMT). Lengthy conversations ensued about local and regional strengths and weaknesses. Assignments to be completed by the next meeting were decided upon and assigned to the SMT for completion. The Marketing Committee continued its objective of informing the SMT about state and community resources in an effort to introduce the SMT to economic development goals and initiatives and development challenges and opportunities.
3. Next Meeting – November 2 at 8:00 a.m. at Quinnipiac University with a virtual option for public access.

The meeting adjourned, by unanimous vote, at 9:30 a.m.

c: Town Clerk
EDC Staff
ec: Website