

**EDC MARKETING COMMITTEE**  
**Special Meeting Minutes**  
**Monday, November 2, 2020**

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

1. Discussion and possible action on October 19, 2020 special meeting minutes - The October 19, 2020 special meeting minutes were approved as presented.
2. Continuation of discussion re: digital marketing campaign - Reports were given by Student Marketing Team members on Competitive Analysis, Brand Analysis and SEO Research. Each subject resulted in in-depth discussion. The Committee feels we are on track for our goal to have a strategy in place at the end of November. New assignments were given to three teams for presentation at our next meeting.
3. Next Meeting – November 16, 2020 at 8:00 a.m. at Quinnipiac University with a virtual option for public access.

The meeting adjourned, by unanimous vote, at 9:55 a.m.

c: Town Clerk  
EDC Staff  
Website

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