



Town of Wallingford

Economic Development Commission

45 South Main Street, Room 311
Wallingford, CT 06492

MARKETING COMMITTEE

Economic Development Commission

SPECIAL Meeting Agenda

Monday, November 16, 2020 @ 8:00 a.m.

The public may **ONLY** access the meeting **VIRTUALLY** using the following link:

Join Zoom Meeting

<https://quinnipiac.zoom.us/j/93042962093>

1. Discussion and possible action on November 2, 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.

EDCMCSVMAg111620

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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