

DRAFT

EDC MARKETING COMMITTEE Special Virtual Meeting Minutes Monday, November 16, 2020

The Marketing Committee special virtual meeting was called to order at 8:00 a.m. by Chair Gingras. Chair Gingras, Commissioner Cymbala (left the meeting at 9:30) and EDC staff member Ryan, along with seven Student Marketing Team members from Quinnipiac University and their Professor, were in attendance. Commissioner Fritz was absent.

1. Discussion and possible action on November 2, 2020 special meeting minutes - The November 2, 2020 special meeting minutes were approved as presented.
2. Continuation of discussion re: digital marketing campaign - Three separate, in-depth reports were given by the Student Marketing Team (SMT) members on Website Design, Branding and Project Applications. Research included looking at town websites within and outside CT, website back-end research analytics reviews and SEO key word strategies. Social media reports included details of utilizing tools such as LinkedIn, Facebook and Instagram. Further research is necessary before outcomes are determined. The SMT members were given their assignments for the next meeting, which includes samples of website design changes; samples of social media outreach; and the how-tos of reaching a broader range of site selectors, commercial brokers and targeted industries. Given Wallingford's many promotable assets, our messaging will be prioritized. The SMT will also do a resource analysis regarding personnel and direct costs to implement the initial plan as discussed. The Committee is anticipating an implementation plan to be delivered at the next Committee meeting.
3. Next Meeting – November 30, 2020 at 8:00 a.m. (virtual)

The meeting adjourned, by unanimous vote, at 10:00 a.m.

c: Town Clerk
EDC Staff
Website