

DRAFT

EDC MARKETING COMMITTEE Special Virtual Meeting Minutes Monday, January 4, 2021

The Marketing Committee special virtual meeting was called to order at 8:05 a.m. by Chair Gingras. Chair Gingras, Commissioners Cymbala and Fritz, EDC staff member Ryan, and six Student Marketing Team (SMT) members and Professor Tomczyk from Quinnipiac University were in attendance. Commissioner Bracale joined the meeting at 8:15 am.

1. Discussion and possible action on November 30 and December 7, 2020 special meeting minutes - The November 30 and December 7, 2020 minutes were approved as presented.
2. Continuation of discussion re: digital marketing campaign - The six promotional channel captains gave detailed reports, including justifications for the use of each channel, timelines for launch and sample messages. Although slightly behind plan, we will be actively messaging on LinkedIn, Instagram and Facebook while simultaneously launching an email marketing campaign, a college placement office campaign all tying into our revised Economic Development SEO-optimized web page by the end of January. The goal of directing all channels' responses to our website is within reach. The SMT will build a GoogleDoc calendar to track message content, message frequency and audience development metrics.
3. Discussion and possible action regarding HUBCAP Annual Pipeline Sign Sponsorship for 2021 – Not discussed due to length of the meeting.
4. Next Meeting – January 20 at 8:00 a.m. (virtual)

The meeting adjourned, by unanimous vote, at 10:20 a.m.

c: Town Clerk
EDC Staff
Website