



Town of Wallingford

Economic Development Commission

MARKETING COMMITTEE Economic Development Commission SPECIAL Meeting Agenda Monday, February 22, 2021 @ 8:00 a.m.

The meeting may ONLY be accessed VIRTUALLY using the following link:

<https://quinnipiac.zoom.us/j/94779919534>

1. Discussion and possible action on January 20, 2021 special meeting minutes (*Attach.*)
2. Digital channel reports
3. Discussion and possible action on 2021-22 Marketing Budget
4. Next meeting:

c: Town Clerk
EDC Staff

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

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Wallingford, Connecticut

DRAFT

EDC MARKETING COMMITTEE
Special Virtual Meeting Minutes
Wednesday, January 20, 2021

The Marketing Committee special virtual meeting was called to order at 8:01 a.m. by Chair Gingras. Chair Gingras, Commissioners Cymbala, Bracale and Fritz, EDC staff member Ryan, and six Student Marketing Team (SMT) members and Professor Tomczyk from Quinnipiac University were in attendance.

1. Discussion and possible action on January 4, 2021 special meeting minutes - The minutes were approved as submitted
2. Continuation of discussion re: digital marketing campaign - Students made presentations for all channels (LinkedIn, FB, Email, Website Redesign and College Program). We have not yet developed the Instagram channel but will be doing so over the next few weeks. With the exception of Instagram, all channels are ready to launch and messaging will begin by January 27.
3. Discussion and possible action re: HUBCAP Annual Pipeline Sign Sponsorship for 2021 - Committee voted unanimously to support the annual Pipeline Sign Sponsorship in the amount of \$500.
4. Review of new EDC letterhead - Staff displayed a copy of new letterhead featuring the gazebo.
5. Update on landing page - Staff explained that the changes proposed and approved to our EDC landing page on the Town website were significant enough to involve using our vendor Web Solutions to make these changes. The Committee voted and approved the \$3,000 not to exceed cost. Web page changes should be complete by the end of January.
6. Discussion and possible action on QU Consultant Services payment #2 - The second installment payment for the SMT in the amount of \$1750 (\$250/student) represents services for the months of December and January and will be processed for payment.
7. Next meeting: No date set

The meeting adjourned, by unanimous vote, at 9:28 a.m.

c: Town Clerk
EDC Staff
Website