



Town of Wallingford
Economic Development Commission
45 South Main Street, Room 311
Wallingford, CT 06492

EDC MARKETING COMMITTEE
Special Virtual Meeting Minutes
Thursday, September 15, 2022
10:00 a.m.

The Marketing Committee special virtual meeting was called to order at 10:02 a.m. by Chair Gingras. Chair Gingras, Commissioners Bracale and Fritz, and EDC Secretary Hoppes were in attendance.

Absent: Commissioner, Patricia Cymbala.

Other attendees: Ray Andrews, QCC

1. **Discussion and possible action on August 16, 2022 special meeting minutes** - Minutes were unanimously approved as presented.

2. **Discuss: Fall Promotional Campaigns**
 - **Digital and Print Ads for Business Journals**
 - **Billboards**
 - The committee had a discussion on the future of our promotional ads. Fall deadlines in the business journals have passed. The committee will continue discussions on how to improve our promotional ads, and continue to discuss top promotional priorities that they would like to target.
 - The committee continued discussing adding a "Call to Action" (CTA) to their digital ads. The CTA would be a "click here" with a specific question. Interested parties can click on the question, a contact form would pop up with Name, Company Name, Email, Phone Number, etc....to fill out. The contact form would be submitted and forwarded to the EDC staff to follow up on.
 - The committee would like to invite representatives from the business journals and videography companies to present their ideas for improving our ads. Secretary Hoppes will invite representatives from our spring marketing campaigns and a videography company to attend the next Marketing Committee meeting.

3. **Update: Mail-A-Map Ad** - Due to print deadlines the committee will continue to use their existing Mail-A-Map ad and look into changing the ad for next year.

4. **Discuss: Updating Promotional items for Conferences/Expos** - The committee had a brief discussion on the need for updating the EDC's promotional items. The committee will focus on updating the retractable banners. Secretary Hoppes will email a picture of the current retractable banners to Marketing Committee to review in preparation for further discussion at the next meeting.
 - The committee also discussed ordering more tchotchkes/handouts for the EDC booth at conferences. Secretary Hoppes will take an inventory of the items we currently have. Discussion will continue at the next meeting.

5. **Update: Economic Development Specialist Position** – Chair Gingras reported that more applications have been received and will have another update at the next meeting.

6. **Discuss: ManufactureCT Annual Celebration 2022** – Commissioner Bracale attended the Annual ManufactureCT event in 2021, and offered to attend again this year to represent the EDC. **Commissioner Fritz made a motion to allocate \$100.00 from the promotional budget for Commissioner Bracale to attend the 2022 ManufactureCT Annual event. Commissioner Gingras seconded the motion. Motion was approved unanimously.**

Next meeting: Thursday, October 20, 2022 @ 10:00 a.m.
Town Hall, Room 205

The meeting adjourned, by unanimous vote, at 10:40 a.m.

c: Town Clerk, EDC Staff, website
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