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Vivian Lee-Shiue, *Chair*
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ECONOMIC DEVELOPMENT COMMISSION

WILTON EDC SPECIAL MEETING MINUTES

Marketing Working Group

April 13, 2017

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BY: *S. K. [Signature]*

In attendance: Mr. J. Jarvie and Ms. J. Wong

- 1) Ms. Wong called the meeting to order at 12.45 pm.
- 2) Mr. Jarvie laid out a revised mock-up marketing brochure for each page. Ms. Wong commented that she preferred this layout, which has more prominent visuals and larger fonts, as it more enticing for readers. She reiterated that if the layout is right, there should not be an arbitrary limit to the number of pages involved.
- 3) Mr. Jarvie discussed the importance of hiring a professional graphic designer to “finish” the layout, check the colors, fonts, and quality of photographs. Mr. Jarvie discussed the need to obtain professional quality pictures for the brochure. Ms. Wong concurred and mentioned that she has obtained and if need to can request more professional photographs from several entities (i.e. Riverbrook Regional Y, the Library, Ambler Farm, realtors, local papers.) Mr. Jarvie and Ms. Wong discussed hiring a freelancer photographer to shoot pictures of buildings and other local sceneries.
- 4) Ms. Wong inquired as to preliminary estimates to finish the marketing brochure. Mr. Jarvie provided a back of the envelope figure for a graphic designer/photographer. Ms. Wong volunteered to obtain another bid from an alternative designer and photographers. Ms. Wong and Mr. Jarvie discussed the types of photographer that would fit with the project.
- 5) Mr. Jarvie and Ms. Wong agreed to obtain additional estimates for 1) a graphic designer, 2) photographer, 3) flipbook application and 4) additional distribution cost. They would present at the next EDC regular meeting.
- 6) With no other business, the meeting adjourned at 1:45 pm.