

EDC Special Meeting  
Minutes  
Nov. 17, 2020

Video of the meeting can be seen here:

<https://woodbridgect.webex.com/woodbridgect/lr.php?RCID=1ced3b5c69f041268c7dde891e4676a0>

In attendance: Chair Jeremy Rosner, Debbie Brander, Shawn Flynn, staff Betsy Yagla

The meeting came to order at 10:30

The group discussed a logo and name for the Woodbridge Bucks campaign.

Ms. Brander will work on drafting a circular logo with the words "Shop, dine, try Woodbridge".

Details about the promotion will go out to businesses in the cover letter for the survey; it will be repeated in the enewsletter and some businesses may need to be called.

The program will not be limited to Woodbridge businesses.

The Woodbridge bucks will be \$20 and the group will recommend that EDC spend \$500 on this. Anyone who posts on Facebook and tags the town and a local business and says why they love the business will be entered into a drawing. Drawings could be done weekly. There could be several bucks given out each week. Frequency and length of the promotion is still to be determined. If \$500 is spent there could be 25 \$20 bucks.

There will be a press release to make residents aware of the program and an ad will be placed in the Woodbridge Town News.

The bucks will be numbered and must be redeemed in person. No change will be given. When a business receives one they will tell the Town what number is on the buck so that they cannot be recirculated. Rules and participating businesses will be on the back of the bucks.