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WATERFORD ECONOMIC DEVELOPMENT COMMISSION
June 8, 2023
WATERFORD TOWN HALL
5:00 PM

MEMBERS PRESENT: Edward Lusher, Chairman, Greg Attanasio,
MEMBERS ABSENT: Edward Aledia, Guy Russo, Vacancy
ALTERNATES PRESENT: Cathy Gonyo
ALTERNATES ABSENT: Julie Greco
STAFF PRESENT: Jonathan Mullen, AICP, Planning Director

1. **CALL TO ORDER/APPOINTMENT OF ALTERNATES**
E. Lusher seated C. Gonyo for G. Russo. A quorum was established and the meeting was called to order at 5:12 pm.
2. **APPROVAL OF MINUTES - May 5, 2023 Special Meeting**
MOTION: Motion made by E. Lusher, seconded by G. Attanasio, to approve the minutes of the May 5, 2023 Special Meeting.
VOTE: 3-0
3. **UPDATE OF THE ECONOMIC DEVELOPMENT MARKETING PLAN**
J. Mullen informed the Commission that Town had contracted with Brianna Régine Visionary Consulting (BRVC) to implement a marketing strategy for the Economic Development Commission. He provided the PowerPoint presentation to the group that included a campaign overview, marketing audit, marketing objectives, a time line and a logo for the EDC. There was a discussion among the group about the marketing campaign and the logo design. J. Mullen stated that he would relay the all questions and suggestions to BRVC.

G. Attanasio announced he would be stepping down from the EDC. He made suggestions for long-term goals for the EDC.
5. **ADJOURNMENT**
MOTION: Motion made by E. Lusher and seconded by G. Attanasio to adjourn the meeting at 5:45 pm.
VOTE: 3-0

Respectfully Submitted,

Jonathan E. Mullen, AICP
Planning Director