



Town of Burlington

MARKETING COMMITTEE REGULAR MEETING THURSDAY, JANUARY 7, 2016, 6:30 – 8:00 PM TOWN HALL SENIOR CENTER

MEETING MINUTES

- I. **Call Meeting to Order:** Meeting is called to order at 6:37pm. Five of seven committee members were present in addition to First Selectman Ted Shafer.
- II. **Review / Accept Minutes of December 3, 2015 Regular Meeting:** Meeting minutes from December 3rd were approved.
- III. **Citizen Comment; Reports of Officers, Boards, or Committees:** No comments.
- IV. **Review / Discuss strategic project plan proposal:**
 - a. **Discuss town RFP (accessible from town website's homepage):** There was a lengthy discussion about the potential of the website. The Request for Proposal (RFP) was put together from comments accumulated from different committees based off of the West Hartford's website RFP. The Ad Hoc Marketing Committee has the option of reviewing the received RFP's in February's regular meeting. There will be a contact person working with the website within the town but there is the option of having additional persons assisting with organizing and updating information. A video function has been requested for the website for a quick updates. This committee may want to send out invitations to residents to visit and offer input to the committee.
Discuss Jerry's website proposal ideas: Jerry Burns presented formal thoughts on ideas for future growth of the website to incorporate a content manager to organize information consistently to create a news blog to keep residents informed, and expand town followers. The town is interested in creating a position for communications within the town. In order to get updates and information sent out to residents to find out where they can go for information, a postcard can be mailed out. The growth of the Chamber to the Northwest Chamber offers new opportunities as well for advertising income potential.
 - b. **Discuss brochure creation:** The Economic Development Committee (EDC) has requested a brochure for a prospective business or developer to be given to encourage them to set up their business within our town. The EDC is focused on encouraging businesses. Once the brochure is created it can be distributed by businesses. The committee can reach out to businesses directly. There will need to be a contact in the brochure in order to have businesses reach the town. Real estate agents and brokers are another opportunity for reaching to both businesses and individuals to expand our community. A list of bullets as to how to start a business in Burlington is necessary as well.
 - c. **Chamber sign (a local business expressed interest in helping pay for a new, updated one in exchange for advertising):** The Chamber sign discussion was put on hold until the next meeting. Jerry Burns did summarize the discussion by saying there is a new Chamber of Commerce sign "in the works."



Town of Burlington

- V. **New Business:** A suggestion was made to market this committee to invite individuals to this meeting. A press release could also be made to give to the Valley News.
- VI. **To Discuss in upcoming meeting:** Further discuss potential growth opportunity through real estate agents working with business owners. Creating example brochures addressing target audience, key messages, and opportunities. Grant award for branding at the end of 2016 that should be considered to help potentially fund the growth. Future flags for the town center for the rest of the year.
- VII. **Adjourn:** Meeting is adjourned at 8:17pm.

Respectfully Submitted,
Katie Lydecker
Secretary