



## Town of Burlington

### MARKETING COMMITTEE MEETING MINUTES THURSDAY, FEBRUARY 4, 2016, 6:30PM – 8PM TOWN HALL SENIOR CENTER

- I. **Call Meeting to Order:** Meeting is called to order at 6:34pm. Everyone is present in addition to First Selectman Ted Shafer.
- II. **Review/Accept Minutes:** Minutes were accepted without change with all in favor with the exception of two abstentions due to absence during last month's meeting.
- III. **Citizen Comment; Reports of Officers, Boards or Committees:** None.
- IV. **Company Sponsorship for light pole banners (advertising/pricing), Spring banners:** Jerry Burns received positive interest from the Chamber of Commerce in regards to offering advertising opportunities on the light pole banners. Each light pole would have a flag on both sides offering two advertising locations per pole; twenty advertising locations in all. Businesses will be able to request a specific location but will be capped at two flags per business. A form need to be created as a next step to make sure information is correct and documented.  
Three flag designs for each season will be made. Each set of flags will be up for three months, a set for each season. Winter flags will hang January – March; Spring: April – June; Summer: July – September; Fall: October – December. There is future opportunity for contests as well as local students and artists to present their designs on the flags.  
Moving forward, this committee will create a form to offer to the Chamber to have businesses complete along with their logo and the paid charge. Jerry Burns will bring the information to Chamber of Commerce to discuss potential fees and report back next week to the committee chair. The next set of flags will be put up in April.
  - a. **RFP update/ "Evaluation Committee":** General discussion was led around the received proposals for the website. About a dozen were submitted and it has been narrowed down to two. Further discussion around the proposals will continue at future Board of Selectman and Board of Finance meetings. The town is hoping to begin working on the website in March.
  - b. **Brochure:** Todd and Beth Paul have been working with brochure development. There are over 500 companies working within Burlington, CT. The committee will need to narrow down the target audience for the brochure and to create a brand as a starting place. Separate brochures may need to be developed for businesses and residents in order to best highlight



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appropriate information and attractions. Consideration would also need to be taken into where the brochures would be distributed.

- c. **Chamber signage:** Replacing the Chamber of Commerce sign is under consideration. Communication with the utility companies is under way because of a wire obstructing the view of the sign location. Jerry Burns will follow up on the guide wire.

### V. **New Business:** None.

### VI. **Things to consider and follow up on for next meeting:**

- a. There may be future opportunities for tourist information as well as sponsorship and advertising near the center of town by Dunkin Donuts.
- b. There will be opportunity to the near future to meet with the company chosen to create the town website- information to come.
- c. The committee will need to brainstorm how to let residents know about the new website and information/event calendar- potentially postcards or other form of mailing?
- d. How can the committee encourage people to sign up for a non-emergency information feed? Is there the option of having a quick text sign up as retail stores often offer?
- e. Marketing Committee will need to reach out to different groups and organizations within the town. Perhaps the committee can individually connect with different organizations to get feedback as well as let groups know about the Marketing Committee and it's mission.
- f. Should the committee invite someone who is well known in marketing to speak with us in regards to offering suggestions and inspirations?
- g. Committee members should check out Warren County town video to see an opportunity for a marketing option. Other ideas include:
  - i. One minute Town Selectman update each month- something fun and relatable
- h. Reach out to town schools to offer opportunities for editing help, photographs, etc.
- i. Rose Ponte from Farmington- invite her to discuss ideas with the board

### VII. **Adjourn:** Meeting is adjourned at 8:09pm.

Respectfully Submitted,  
Katie Lydecker