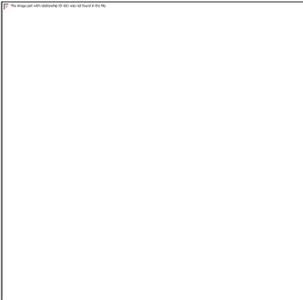


Town of Burlington

MARKETING COMMITTEE MEETING

THURSDAY, MARCH 3, 2016: 6:30 – 8:00 PM
TOWN HALL SENIOR CENTER

- I. **Call Meeting to Order:** Meeting is called to order at 6:35pm. Five of seven committee members were present at the call to order with one member arriving later. First Selectman Ted Shafer was present for the meeting as well.
- II. **Review / Accept Minutes of February 4, 2016 Regular Meeting:** Meeting minutes were approved.
- III. **Citizen Comment; Reports of Officers, Boards, or Committees:** None.
- IV. **Review / Discuss strategic project plan proposal:**
 - a. **RFP update / “Evaluation Committee”:** The town selected Virtual Town, who specialize in town halls and school system websites, to revamp the town website. This committee has been asked to provide photographs and images for the website. Other towns who have used this company are: Salem, MA; Simsbury, CT; New Hartford, CT; Kennebunkport, ME. Discussion will be had with the law firm in regards to social media options and concerns.
 - b. **Light pole banners (spring, advertising opportunities, Chamber updates):** Flyers have been printed and distributed. So far, people have been buying two sides and it has been very well received. Feedback to consider for next round of flags is the size of the logo but at this point the main goal is town branding. In upcoming flag changes prices will vary to reflect the amount of time the signs will hang.
 - c. **Chamber signage:** Chamber will handle this amongst themselves.
 - d. **Brochure:** The survey drafted by Todd will help lead the brochure’s direction. Logistics of how to make the brochure successful will also need to be discussed as we get closer to producing brochure(s).
 - e. **How the Marketing Committee will become more connected with residents and local businesses (“brand” ourselves):** This will be further explored during next month’s meeting. The First Selectman suggested Lynn contact the First Selectman’s office to obtain e-mail addresses that have already been collected in order to reach out to the community to get feedback and participation at future Marketing meetings.
 - f. **Other (break apart plan proposals into smaller focus groups):** The committee was not able to discuss this during the meeting but will follow up next month.
- V. **New Business:**
 - a. **Town Survey:** Todd created a survey to send out to businesses to develop demographic information and a request for feedback on how our committee can support local businesses. Consider adding that information will be shared with those who take the survey as well as confirming logistics of survey itself (i.e. email, mailing, etc.).



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- b. **Interest in Signage:** Potential to put up basic sign for more important messages at key locations. More information to come, this is just at the beginning stages.
- c. **Johnnycake Land Development:** The town bought 60 acres (assuming it passes via vote in May) and will help preserve the farm lands. The press release went out today. This will offer an opportunity for recreation areas for the town to be developed.

VI. **Follow-up:**

- a. Visit websites that Virtual Town has created as reference for the town's future website.

VII. **Adjourn:** Meeting is adjourned at 8:15pm.

Respectfully Submitted,
Katie Lydecker
Secretary