



Town of Burlington

MARKETING COMMITTEE MEETING

THURSDAY, APRIL 7, 2016

6:30 – 8:00 PM

TOWN HALL SENIOR CENTER

- I. **Call Meeting to Order:** Meeting was called to order at 6:31pm. Four of seven committee members were present at the call to order with one member arriving later. First Selectman Ted Shafer was present for a portion of the meeting as well.
- II. **Review / Accept Minutes of March 3, 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/Website Development:** Site development has begun; discussions regarding a reasonable timeline for completion are in progress
 - b. **Survey:** With the Town attorney's approval, the Burlington Business Survey invitation was emailed April 7th to over 200 emails addresses; at the time of this meeting responses were already being received.
 - c. **Light pole banners:** Spring banners with local business sponsor representation were hung April 1st. Summer banner designs are next. Pricing discussions are in process with the vendor; once prices are finalized communications to the local businesses will begin.
 - d. **Brochure:** Lengthy discussions regarding project management, organization of content, coordination of print production, and distribution strategy.
 - e. **Other:** Lengthy discussions regarding more local business events, ideas to bring the community together, opportunities for local business to meet and share ideas, increase business representation at town meetings
- V. **New Business:** Johnnycake Mountain Land Acquisition Public meeting to be held in May. Discussions started regarding communication and encouragement for attendance.
- VI. **Adjourn:** 7:21pm

Respectfully Submitted,
Pam Simonds
Marketing Committee Member