

MARKETING COMMITTEE MEETING

THURSDAY, MAY 5, 2016

6:30 – 8:00 PM

TOWN HALL SENIOR CENTER

- I. **Call meeting to Order:** Meeting was called to order at 6:32PM. Five of seven committee members were present: Lynn Buthe, Karen Gilston, Jerry Burns, Tod Kallenbach, Sarah McCusker, guest Bill Walluk.
- II. **Review/Accept Minutes of April 7, 2016 Regular Meeting:** Burns moved to accept, Kallenbach seconded. Motion passed unanimously.
- III. **Citizen Comment; Reports of Officers, Boards, or Committees:** None
- IV. **Review/Discuss strategic project plan proposal:**
 - a. **RFP:** No launch date set yet for new website.
 - b. **Survey:** Tod brought preliminary report. 33 responses received so far; survey is still open; a reminder was sent earlier this week. Discussion of responses.
 - c. **Light pole banners:** Summer/Tavern Day banners (two separate sets) will be designed and on sale soon.
 - d. **Brochure:** Target date of completion in time for Tavern Day (September 11). Lynn will project manage and help Tod with graphic design. Karen will provide photography; Jerry will write copy. The brochure will be an overview of the town with snapshots of business and resources in town. Lengthy discussion of process, content, and demographics to include. Lynn will develop an outline and distribute to committee members.
 - e. **Other:** None
- V. **New Business:**
 - a. Sarah will reach out to Canton economic development/marketing committee to see if a representative can come talk to us about what their process was.
 - b. Upcoming meetings of interest to the committee: EDC meets Monday, May 9, 7pm, Town Hall. First planning meeting for Tavern Day 2016 to be held Wednesday, May 11, 7pm, Elton Tavern.
- VI. **Adjourn:** 7:54PM

Respectfully submitted,
Sarah McCusker
Marketing Committee Member