



Town of Burlington

MARKETING COMMITTEE MEETING

THURSDAY, JUNE 2, 2016

6:30 – 8:00 PM

TOWN HALL SENIOR CENTER

- I. Call Meeting to Order
Meeting is called to order at 6:38pm. All seven members were present. First Selectman Ted Shafer attended as well.
- II. Review / Accept Minutes of May 5, 2016 Regular Meeting
Meeting minutes were accepted as distributed.
- III. Citizen Comment; Reports of Officers, Boards, or Committees
No citizen comment.
- IV. Review / Discuss strategic project plan proposal:
 - a. Review / Updates:
 - i. Town website redesign
Currently there are no updates to report. There have been issues with the host but these issues will hopefully be sorted out once we transition to the new website.
 - ii. Survey
Two more responses have been received since last meeting.
 - iii. Other
Banners: The new light pole banners have been designed and forms for advertisers have been created and distributed. There will be three summer designs for July and August and two Tavern Day banners for September.
Johnnycake: Fundraising and planning ideas have started to move forward. The town is looking to close on the property by July 1.
 - b. Brochure
A rough outline of the brochure was presented by Todd Kallenbach. Under this option, the brochure would be 12 pages and 8.5"x11" in order to be attention grabbing and offer striking images. Goal for distribution is Tavern Day. This offers the potential to do smaller, more specific brochures later while offering a brief yet informative overview of the town and with the target audience being business people and those looking at real estate in Burlington.
- V. New Business
- VI. Follow Up
 - a. Create subcommittee for images for brochures (businesses, people)
 - i. Collect images



Town of Burlington

- b. Editors for written portion of the brochure
- c. Collect bullet points from local businesses to use for brochure
- d. Todd will create a draft before the next meeting in July

VII. Adjourn

Meeting is adjourned at 8:09.

Respectfully Submitted,
Katie Lydecker
Secretary