



## Town of Burlington

### MARKETING COMMITTEE

THURSDAY, JULY 7, 2016  
6:30 – 8:00 PM  
TOWN HALL SENIOR CENTER

### MEETING MINUTES

- I. Call Meeting to Order: Meeting is called to order at 6:30pm. Four of seven committee members were present.
- II. Review / Accept Minutes of June 2, 2016 Regular Meeting: Minutes are accepted.
- III. Citizen Comment; Reports of Officers, Boards, or Committees: No citizens present at meeting.
- IV. Review / Updates:
  - a. Town website redesign: The website is four to six weeks away from having a test site put together. There is interest in using the photographs taken by Karen for the website and brochures.
  - b. Survey: 35 participants have responded. A thank you will be sent out to those who submitted responses.
  - c. Brochure: Three draft design ideas were presented for suggestions and feedback. Each presents different layouts and photograph ideas along with preliminary write ups. Manufacturing, home businesses, retail, fitness and recreation, dining and agriculture will all be featured within the brochure. The goal is to have completed brochures printed for Tavern Day. Todd will email out PDF files to the group to review and be prepared to offer suggestions and opinions at the August meeting.
  - d. Tavern Day: Tavern Day is working to be geared towards community as well as businesses.
  - e. Other: 18 of 20 flags were sold for the current flags which have been hung. Four flags are still available for Tavern Day Flags.
- V. New Business: No new business.
- VI. Adjourn: Meeting is adjourned at 7:05pm.

Respectfully Submitted,  
Katie Lydecker