



Town of Burlington

October 1, 2015

Ad Hoc Marketing Committee Meeting

Call to Order:

Meeting was called to order at 6:35pm on October 1, 2015. Everyone was present on the committee as well as Economic Development Committee member John Kirschner.

Nominations & Elections of Officers:

Members of the committee volunteered for the positions below, with the idea that new positions could be appointed as needed at a later date.

Chair: Lynn Buthe

Vice Chairs: Jerry Burns and Sarah McCusker

Secretary: Katie Lydecker

Meeting Schedules for 2015-2016:

It was decided that the committee would meet once a month on the first Thursday of every month from 6:30pm-8pm. Special meetings would be scheduled as needed. The next meeting, November 2015, would be on the second Thursday of the month, November 12th, due to conflicts in schedules for multiple members and then regular schedule would resume for December. With this in mind, meetings would then be scheduled as follows, subject to change as needed:

November 12th, 2015

December 3rd, 2015

January 7th, 2016

February 4th, 2016

March 3rd, 2016

April 7th, 2016

May 5th, 2016

June 2nd, 2016

July 7th, 2016

August 4th, 2016

September 1st, 2016

October 6th, 2016

November 3rd, 2016

December 1st, 2016

Projects Discussion & Assignments:

Future meetings will be structured to accommodate public comment at the beginning of each meeting if needed. This is also an opportunity to invite community members to speak or share any presentations that may be helpful.



Town of Burlington

Committee will keep in mind any potential conflict of interest and be sure to address it as needed.

Our Focus:

- How do we market and promote the town and support town businesses?
 - Embrace our natural resources and use them to support businesses (i.e. Hike Sessions Woods, then go to Hogans Cider Mill and Lamothe's Sugar House)
 - Find out what businesses would think would be helpful
- A concern is on the vacancy rate and the lack of variety of businesses.

Things to address/support:

- Signage:
 - Banners for lampposts (design/content?) Holiday lights in town?
 - How can we use these banners to promote our town?
 - Business boards- should there be a set standard for signage
- Town Website- will be further developing/revamping
- Consider home-based businesses as well as those who have real estate businesses.
- Support the Burlington Bell who have set up a Community Hub of organizations. Jerry Burns has offered to contact Janet Schwartz to see how we may support them.
- The town is in the process of potentially creating an overview of the process of how to establish a business in town and we would like to support this to help make it easier to start businesses in the town.
- Facebook page? If we started one, how much do we share, what is our focus and who are we marketing to

Quick Summary of the Meeting:

- Make residents aware of town events to support businesses
- Capitalize on what is already in place
- Fill in the gap areas
- Support those who are trying to do things

Points of Discussion for Next Months Meeting:

1. Burlington Town Website- what do we like/what don't we like?
2. Lamp post banners/signage
3. Marketing areas- programs/brochures/webpage/social media
4. Create a hook or tagline
5. How do we share events- How can we support the already established Burlington Bell
6. How can we connect with leaders within the town?



Town of Burlington

Adjourn:

Meeting adjourned at 8:05pm

Respectfully Submitted,

Katie Lydecker
Secretary