



## Town of Burlington

### MARKETING COMMITTEE

THURSDAY, OCTOBER 6, 2016

6:30 – 8:00 PM

TOWN HALL

### MEETING MINUTES

- I. **Call meeting to Order:** Meeting is called to order at 6:41pm. Five of seven members were present. The First Selectman, Ted Shafer joined the meeting after the meeting was called to order.
- II. **Review/Accept Minutes of September 1, 2016 Regular Meeting:** Meeting minutes are approved.
- III. **Citizen Comment:** No citizen comment.
- IV. **Tavern Day/Brochure “next steps”:** Received very positive feedback at Tavern Day in regards to the brochure. If we repeat Tavern Day with scavenger hunt or giveaway, try to request a front booth so that it is more cohesive.
- V. **Goals for second half of ad-hoc committee:**
  - a. **Signage for future events:** Some research would need to be done around cost of signs and where we could place them; perhaps locations around the town near Lake Garda, 179 and Rt. 4 intersection, schools.
  - b. **Hand out brochures to be dispersed:** Different businesses may want to have some on hand to share as well as town offices and perhaps real estate offices. Options for sharing the PDF of the brochure to people who may want it and have it available on the website.
  - c. **Obtain email addresses or other options for reaching out to town members:** We will need to find ways to obtain more emails.
  - d. **Discuss with First Selectman:** What are the goals the First Selectman has for the marketing committee for the upcoming year?
  - e. **Assist with the welcoming packet to new town members:** Ann at the library has begun setting up welcome packets for new town residents. We need to find out how we may be able to assist.
- VI. **New Business:**
  - a. **High School Civic Projects:** Students will be presenting ideas for a town app and will hopefully be offering ideas and suggestions.
  - b. **Website:** Set up a meeting or phone conference to talk with the website vendors to close any missing links.
- VII. **Adjourn:** Meeting is adjourned at 7:29pm.



## **Town of Burlington**

Respectfully submitted,  
Katie Lydecker  
Secretary