



Town of Burlington

MARKETING COMMITTEE

THURSDAY, NOVEMBER 3, 2016

6:30 – 7:30 PM

TOWN HALL SENIOR CENTER

MEETING MINUTES

- I. **Call Meeting to Order:** Meeting is called to order at 6:40pm. Five of seven committee members were present. First Selectman Ted Shafer was present as well.
- II. **Review / Accept Minutes of October 6, 2016 Regular Meeting:** Meeting minutes were accepted.
- III. **Citizen Comment; Reports of Officers, Boards, or Committees:** No citizen comment.
- IV. **2017 committee goals:**
 - Email blasts to send out pdf Brochure as well as new information
 - Brochures handed out to realtors, businesses, library, town hall, etc
 - Update brochure before second round of printing
 - Pilot program: civics' class from the high school will be presenting ideas to improve the town
 - Tavern Day: potentially take over event coordinating Tavern Day (have a meeting as follow up to this Tavern Day) on a Monday perhaps *TBD*
 - Special events: how do we help publicize
 - Sustainability Committee: Our First Selectman will be heading the committee for this year
 - "Cartoon" map that follows local businesses and things to do: sponsors are around the edges
- V. **New Business:** Covered during 2017 committee goals.
- VI. **Adjourn:** Meeting is adjourned at 8:01pm.



Town of Burlington

Respectfully submitted,
Katie Lydecker
Secretary