



## Town of Burlington

### MEETING MARKETING COMMITTEE MEETING MINUTES

THURSDAY, March 2, 2017

6:30 – 8:00 PM

TOWN HALL SENIOR CENTER

#### AGENDA

- I. **Call Meeting to Order:** Meeting was called to order at 6:37pm ET, four of seven committee members were in attendance.
- II. **Review / Accept Minutes of February 2, 2016 Regular Meeting:** Minutes were approved
- III. **Citizen Comment; Reports of Officers, Boards, or Committees:** None
- IV. **CTVisit.com:**
  - a. Request received to update information related to Town of Burlington.
    - i. Brief review of site indicates updates to reflect current/upcoming events
    - ii. Tourist Attractions
    - iii. Other content as it relates to Burlington
  - b. Marketing Committee will be provided additional details including, but not limited to, access to site and tips on how to update.
  - c. This site can help further promote the town.
- V. **New Business**
  - a. Informational discussion regarding Renaissance Farm purchase.
    - i. Owner, Rivco Construction, is seeking someone who would be interested in opening a food/beverage/market type establishment at the location.
    - ii. Interested parties can reach out to this committee for contact information. This will also be brought to EDC.
  - b. Tavern Day
    - i. Lengthy discussion regarding Tavern Day planning including shifting activities to be more centrally located and the welcoming of new activity/attraction ideas from the community.
    - ii. Future meetings
      1. Brief discussion regarding if there was an opportunity to consolidate Tavern Day planning and Marketing Committee meetings into one night. Possibly extend the meeting reservation block to have back to back meetings.
      2. This will be discussed more at the next meeting.
- VI. **Adjourn** Meeting is adjourned at 7:12pm

Lynn Buthe  
Marketing Committee Chair