

**MARKETING COMMITTEE  
of the Bristol Development Authority  
Meeting Minutes – Special Meeting  
February 1, 2019 9:00 A.M.  
Executive Meeting Room, Bristol City Hall**

**ATTENDEES:** Dave Mills, Bryan Dumelin, Jack Ferraro, Howard Schmelder, Shannen Tack, John Smith

**ABSENT:** Mickey Goldwasser

**STAFF PRESENT:** Justin Malley – Bristol Development Authority  
Dawn Nielsen – Bristol Development Authority

**GUESTS:** Katie D'Agostino, Central CT Chambers of Commerce

I. The Marketing Committee was called to order at 9:00 a.m. by Dave Mills.

II. Public Participation

There was no public participation.

III. Minutes: Jack Ferraro made a motion to approve the minutes of December 7, 2018, seconded by Howard Schmelder. All present voted in favor and the minutes were approved.

IV. New Business

A. Meet new Marketing and P.R. Specialist

Dawn reviewed her background and skills and her work in the community. Dawn came to the City prepared with a marketing plan for the year.

She would like to begin by taking a census of the marketing assets she has inherited – which encompasses the budget, social media, and the website to print advertising. She is reviewing the brand standards which had been set. After this review she can decide on what can be updated, eliminated and replaced, or better utilized.

She has developed a community survey and will review and compare with previous surveys. She asked the committee members to review her draft and provide any comments by Monday noon. This will be distributed throughout the community and at the upcoming Home Show. It will also be available online and via social media as well as placed in City Hall high traffic departments and the Library. A report on the results will be available in March. Dave Mills suggested getting feedback from the youth by surveying them at the high schools. Bryan suggested that it could also be included in the Parks & Rec brochure which will come out in the Spring. Katie can also provide hard copies in the attendee bags at the Home Show. The survey will run through the month of February.

C. Discuss 2019 Home Show

Dawn will be at the Home Show Saturday 11-5 and Sunday 11-4 if anyone wishes to join her and represent the City. There will also be a booth at the Health Fair next month from 9:00 – 1:00.

B. Discuss Marketing Themes for 2019

There were several examples of current print advertisements distributed to the committee. Dawn is working towards consistency in these advertisements. She reviewed these and where they are being distributed.

After she reviews the surveys and all our assets she can then know how to direct the message and to what audience, both locally and regionally.

Dave Mills suggested meeting with the Forestville Village Association (3<sup>rd</sup> Wednesday of the Month at 5:30 p.m.).

She also asked the committee to review the editorial calendar she distributed and suggest businesses, non-profits, employees, and citizens for her "Heart of Bristol" campaign. She will post these as usual on our social media and the Bristol All Heart website but is also working with the Bristol Press to print them once a month. In conjunction with this, Justin and Dawn will meet with Nutmeg TV and do small videos.

John Smith excused himself from the meeting at 9:30 a.m.

She distributed social media and website statistics for the last month. This will help to tell us what audience we need to target. These reports will encompass all the marketing that we are doing, including print and any media mentions. This will also help us decide the best way to direct our marketing funds. She may be doing these reports quarterly to get a better indication of trends.

She pointed out that many followers were from outside of Bristol. Dave Mills pointed out that since the postings highlighting the young people were so popular that this should be one of the categories to add to the Simply Bristol (Heart of Bristol) stories.

Dave encouraged Dawn to let the committee members know of how they can be of help to her in the marketing campaigns. Discussion. Howard emphasized that the BDA and business development need to be highlighted and we need to be reaching out to businesses.

He also asked if efforts were still being made to get the new logo on City stationary and business cards. Some departments have embraced this but not all. Howard mentioned that we had begun asking department heads and representatives to attend our meetings – we invited a different department each month. We had two meetings with guests from other departments and that was it. Justin brought this up at a recent department head meeting and has already written a memo to department heads and received some feedback. Dawn has spoken to Therese Pac (Town & City Clerk) and has an upcoming meeting with Jason Morrocco (Supervisor of Streets).

There was discussion of how to get out into the community and publicize events that are often also covered by the newspaper. These give us the opportunity to take photos and publish the story to social media. Members of the committee are encouraged to let Dawn know of any upcoming events that she can attend that would provide a story of interest to the Bristol community.

It was recommended to invite Firehouse Subs to one of our meetings because of their charitable donations of firefighters' equipment.

Justin said that if a member attends a function and Dawn is not in attendance they could snap a photo and send the details back to her and this would be a big help to her. This is a way that the committee members can become involved as Dawn cannot be everywhere.

Some of these stories can be expanded into short videos. Justin and Dawn have recently met with Nutmeg TV about doing short videos and will be receiving some proposals. Dave suggested that the schools could be contacted for assistance with the filming as they have many students who are talented with video creation.

Bryan would like to see more development of other social media channels, such as LinkedIn. Dawn acknowledged that the BDA currently does have a LinkedIn page as well as Twitter and Instagram but she has not as yet developed these further.

Dawn said that she posts business related articles that are helpful to local businesses and will also post these to LinkedIn and asked that if members have seen these online to please make her aware of them. In addition, various segments of the population will have different topics of specific interest to them and we need to cover all segments of the Bristol populace with relatable articles.

D. Discuss and approve 2019 Meeting Schedule

The committee will continue monthly until the summer, then after summer will move towards beginning to meet every second month. It was decided to skip July and August, meet again in September, October, skip November, and then meet in December and January.

Howard Schmelder made a motion to accept the 2019 meeting schedule with changes as discussed, Jack Ferraro seconded the motion, all present voted in favor and the meeting schedule was approved. Special meetings could always be called if necessary.

V. Adjournment

Howard Schmelder made a motion to adjourn the meeting at 10:14 a.m., Jack Ferraro seconded the motion, all present voted in favor and the meeting was adjourned.

Respectfully submitted,

Christine Cooper, Recording Secretary