

**MARKETING COMMITTEE  
of the Bristol Development Authority  
Meeting Minutes – Regular Meeting  
March 8, 2019 9:00 A.M.  
First Floor Meeting Room, Bristol City Hall**

**ATTENDEES:** Dave Mills, Bryan Dumelin, Jack Ferraro, Mickey Goldwasser,  
Howard Schmelder, John Smith

**ABSENT:** Shannen Tack

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

**GUESTS:** Sarah Mitchell, Board of Education

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: Howard Schmelder made a motion to approve the minutes of the Special Meeting of February 1, 2019, seconded by Jack Ferraro. All present voted in favor and the minutes were approved.

IV. Old Business

A. Home Show Wrap Up & Health Fair on Saturday, 3/9

Dawn Nielsen reported that the Home Show was a success and that there were over 1000 people each day in attendance. Howard and Dave helped in the booth. We also gave exposure to the Arts & Culture Commission and displayed their banner. The Health Fair is tomorrow, March 9, and we are one of the sponsors. Justin will come to help and Josh Medeiros (Parks Department) will be sharing the booth. Mickey asked should there be a "City" booth so the expense does not all come out of the BDA Department. He also asked if we could have lights in the booth.

John Smith joined the meeting at 9:10 a.m.

Katie D'Agostino had reported to Dawn that the Health Fair is sold out and they have 50 vendors. Mickey asked whether other departments could use our banner frame with their own backdrop and yes, other departments can use it at shows more suitable for them to represent the City.

B. Upcoming All Heart Blog Stories

Dawn had reasons for the posts she chose and next month will have stats on these. They are posted on Wednesday night and go on social media 5 a.m. Thursday morning. John suggested the library for the May blog. Mickey suggested that as we are a sports town that a feature be done on local sports as well as the Blues and the Summer Baseball Tournaments, e.g. lacrosse, soccer, etc. These activities are all run by volunteers. Dawn said to keep the ideas coming.

Dawn will make a flyer for distribution at the Health Fair to drive people to the website. Bryan asked if we could change the event pop-up on the All Heart site. Can we get rid of it – because it takes time to get to the blogs when this pops up in front of you.

V. New Business

A. Community Survey Results

Dawn wanted to capture what were people using as far as our marketing assets. This was a small survey but it does give Dawn a jumping off point to know where to proceed and continue to consolidate our marketing assets as well as develop the ones that are being used.

Mickey wondered where the Millennials and Gen Z are going. He suggested sending the survey to PYVOT to get some feedback. We need to get the demographics for people age 26-35. We also do not have information on where ESPN employees live. Dawn said that the young folks leave Bristol but come back when they begin having families.

There was no real surprises in the survey stats. She reviewed each chart of results and what they tell us. Dawn also plans to meet with Dave Haberkfeld.

Bryan mentioned a TV30 clip (on CT Live) which is done from the West Farms Mall. They also do things at other locations.

Dawn said that the information you see on page 6 of the Survey Results will be used to help consolidate our marketing assets. She will be merging the All Heart and BDA Facebook pages. There are about 2700 that follow the BDA and over 5,000 that follow the All Heart Facebook page. This page will promote all things in Bristol. Some people may already be following both.

Dawn will be working more on LinkedIn. She will be using this more for business purposes. The City of Bristol will be the main website and the Bristol All Heart site will be an entity of it.

#### B. Bristol All Heart Branding Consistency & Consolidation of Marketing Assets

Dawn discussed the Brand Standard Guide and has discussed with the Mayor. We are moving towards the entire city using the same brand. There was a discussion on the Parks & Rec and that we will discuss co-branding with the Parks director. She added that it's not about the visuals – it's about the language we speak and Josh (Parks Director) is already starting to do this.

The first step is getting everyone on board with the brand (logo) and then next will be the business cards. There are discussions with the Mayor and we need to get her buy-in. The City seal needs to stay as one element of the card. The Mayor's office brand will also incorporate the seal. This will also eventually be brought to the Board of Ed.

Next is the signage.

Dawn provided a summary and how they will work with the school system. This will take some time, however. Sarah Mitchell can also be of assistance with some ideas on how to get started.

#### C. 2019 Farmers Market Season Updates

Justin reported that some other communities around us do not have their own Farmer's Market and while we will continue to market to Bristol we can also go outside Bristol to market our Farmer's Market. Howard asked if we can piggyback on an event.

Discussion. Justin said that when the Bristol Hospital opens we will have the market at the same time. There will be a pop-up Farmer's Market at the Bristol plaza and perhaps at other locations throughout Bristol, such as the Senior Center and so on. Please get back to Chris on when you can help at the market.

Bryan asked can we have a "featured" community organization? Dawn said yes, she is reaching out to all the organizations. There was discussion about the location and how to promote or attract more people to this site. There will be entertainment as well. The Arts & Culture Commission will help with this. There was discussion on how to get the word out. There was a suggestion: can we also have demonstrations. Justin added that we will be doing profiles of the vendors as well. Dave said to suggest that the vendors have samples.

## VI. Adjournment

Howard Schmelder made a motion to adjourn the meeting at 10:23 a.m., John Smith seconded the motion, all present voted in favor and the meeting was adjourned.

Respectfully submitted, Christine Cooper, Recording Secretary