

**MARKETING COMMITTEE  
of the Bristol Development Authority  
Meeting Minutes – Regular Meeting  
April 5, 2019 9:00 A.M.  
First Floor Meeting Room, Bristol City Hall**

**ATTENDEES:** Dave Mills, Mickey Goldwasser, Howard Schmelder, John Smith

**ABSENT:** Bryan Dumelin, Jack Ferraro, Shannen Tack

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

**GUESTS:** Katie D'Agostino, Central CT Chambers of Commerce  
Sarah Mitchell, Board of Education

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

II. Public Participation

- Sarah Mitchell informed the committee of her new position with the Chrysalis Center.
- Katie D'Agostino spoke about the Duck Race on May 5. The event starts at 10 and the Duck Race is at 2 p.m.
- On May 13<sup>th</sup> the Governor of CT is coming to Bristol. The event is open to the public.
- Justin mentioned the new tag for the Bristol Hospital – "Bristol Health"

III. Item III. was skipped until the meeting had a quorum.

IV. Old Business

A. Branding Consistency Updates

- There will be new business cards for City employees and there will be only one design to be used by everyone. Justin suggested having cards for members of this committee as well as the BDA Board members, Council, and Board of Finance.
- Dawn distributed a 2-sided flyer. This will be given out in Public Works with information to new residents.
- Signage in City Hall: Dawn is working with Dave Oakes to correct, cleanup, and improve City Hall signage. There will no longer be "taped-up" stuff. The doors will be painted also with First Floor, Second Floor, etc.
- Dawn is working with Personnel on the "Live Well" posters. Sarah mentioned that these are in the schools as well.
- Some departments have been reaching out to Dawn and she is doing templates for them for letterhead for their departments.
- Dawn will work on the "Made in Bristol" campaign begun by Mark Walerysiak and will do some more work on the logo.
- There was discussion of the Bristol All Heart mission statement and putting this up at various locations around Bristol (City Hall, Giamatti, etc.) – key companies and locations.

B. 2019 Farmers Market Season Updates

- Dawn has developed a logo and flyer incorporating the brand. This will be printed in the Bristol Observer. This logo will be used in multiple ways.
- The musical entertainment is booked for the full 20 weeks.

- The season starts on June 22.
- We are working with Nutmeg TV and Henry Gresczyk to film around his farm. The video will help to pitch the Farmer's Markets to neighboring communities as well. More videos will be done – Café Real, etc. Dave Mills suggested that the video could be shown at the schools and it could also be shared with the United Way.
- In conjunction with the opening day we are working with Bristol Health to do a Downtown Celebration – museums may also have a presence.
- Justin is working on transport for seniors who may be home bound.

John Smith joined the meeting at 9:35 a.m.

## V. New Business

### A. Marketing Report Statistics for First Quarter 2019

Dawn has consolidated the statistical information into a dashboard. She distributed media articles as well. Bryan Dumelin will help to cleanup and consolidate some of the social media.

Justin explained that the BDA has taken over the input into the electronic signs which are at several locations around Bristol – the 2 high schools, and the east and west entry points of Route 6 into Bristol.

Dawn reviewed the statistics and discussed the print advertising in the Bristol Observer and others: the Hartford Business Journal, New England Real Estate Journal, and the Hartford Courant. Mickey Goldwasser mentioned to look into the Commercial Record.

Dawn discussed the All Heart analytics. There was discussion on how to drive people to the site. She will drill down for next month to see how people are accessing the site. She is not doing any Facebook ads. The site can be elevated by commenting and sharing. She may do key word advertising down the road rather than boosting of posts. The current priority is working on consistency.

### B. Community Outreach

- Visits to Schools:
  - Dawn plans to get together with Sue Moreau and John Smith. She has been visiting the schools and has done video interviews with teachers who have received grants for additional projects and hopes to do more of these promoting our school system. She has asked for assistance from the principals in encouraging the teachers to send info and videos directly to her and to let her know when these projects are occurring. Dawn has also created a short video which highlights the Bristol Education Foundation and the grant program and what the teachers are doing with the grants. She has also attended the Youth of the Year event and has taken video.
- Museum Collaborative Meeting
  - Dawn has been attending these meetings which are once a month. She is doing this for exchange of information. The Connecticut District Conference will be held at the DoubleTree and the attendees get a bag of information about what to do in Bristol and the museums get involved with this. By attending these meetings, she has become aware of other things going on in Bristol and also wants the connection so she can assist with promotion of the museums.
- Business Community
  - Dawn is still doing the "Simply Business" posts each month. She recently did the Artificial Flower Shop. We are helping them as they transition out of this business into retirement.

- Justin talked about the difficulty we have had with the perception issues and how he has dealt with them. This has been a challenge for the Marketing Committee all along.
- Justin mentioned how Bob Flanagan was instrumental in the approval of a recent site plan and said we need to make the public aware of how much we are accomplishing.
- Dawn added that we need to find the influencers in the City. She provided an example done by the Bristol Hospital Development Foundation by doing testimonials. From positive comments from key Bristol citizens or business owners, the effect will trickle down. She asked the committee to provide a list of influential Bristol people we could contact.

III. Acceptance of Minutes:

**Commissioner Schmelder made a motion to accept the minutes of March 8, 2019, seconded by Commissioner Goldwasser. All present voted in favor and the minutes were accepted.**

VI. Adjournment

Howard Schmelder made a motion to adjourn the meeting at 10:17 a.m., Mickey Goldwasser seconded the motion, all present voted in favor and the meeting was adjourned.

Respectfully submitted,

Christine Cooper,

Recording Secretary