

**MARKETING COMMITTEE  
of the Bristol Development Authority  
Meeting Minutes – Special Meeting  
June 14, 2019 9:00 A.M.  
Executive Meeting Room, Bristol City Hall**

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

**ABSENT:** - - -

**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. **Mickey Goldwasser made a motion to accept the minutes of the April 5, 2019 meeting, seconded by Howard Schmelder. All present voted in favor and the motion passed.**
- IV. Old Business
  - A. June 22 Events Updates

Dawn Nielsen reviewed the Farmers' Market and Community Celebration. Better Half Brewing may be having an opening the same day. Justin added information regarding the soft opening which is still up in the air as of today.

There was discussion about who will be vendors at the Farmers' Market, that there are new vendors this year, and that the schedule will be posted on social media during the week as it always changes. Dawn will also post the entertainment once it is confirmed. She has also created an event on Facebook. Justin added that the Arts & Culture Commission enlisted a person to book all the entertainment for the summer. Dave Mills said it would be helpful to list the products that will be available. Dawn will send out a list of vendors and entertainment to committee members after this meeting.

Justin added that the hospital event has a rain date but it is not expected to be needed. Justin introduced a video which will advertise the Farmers' Market. Dawn has created a page on the All Heart website which will have the video and who is attending. Today a press release will be sent to the local media about the opening next week. Justin added that they are trying to have food trucks as well when they are available. When Better Half has their opening Katie will send out the invites to about 100 people due to capacity. This is still pending their obtaining their liquor license.
  - B. 2019-2020 Marketing Campaigns

Dawn and Justin will be meeting with Corey at the Little League center to arrange for promotion of local businesses plus welcome bags with promotional items for the families coming in for the tournaments. There will be a flyer also in pdf format to send out prior to their arrival. Dave Mills asked if it was possible to obtain a list of who may offer discounts. Dawn will be reaching out to the local museums, etc. Mickey asked that she also connect with hotels and ensure there are brochures at those locations.

Dawn will continue to market the downtown development. This morning there was a great article in the Hartford Courant. Justin and Dawn attended the State of the City breakfast this week and received good press. John Smith asked if they are working with the Hartford Business Journal.

Justin said that they have been working on it. Mickey will assist with his contacts. Bryan will provide a contact for CT Live.

Mickey Goldwasser asked about the marketing for Route 6. Dawn has been spotlighting businesses ("Spotlight on 6"). Mickey also inquired about the drone. Justin said that it is used infrequently. They have found that others have their own drones but we may do some training on it. Dawn is also working on promoting the summer concert series.

V. New Business

A. CT Tourism Conference and EASTEC Show

Dawn Nielsen attended the CT Tourism Conference at the beginning of May. She spoke with other municipalities who were there. Lots of other towns do not have what we have. A lot of what the keynote speaker said we should be doing we are doing.

Dawn and Justin went to Eastec in Springfield. We were the only municipality with a booth. They made some really good contacts. Justin is following up with them. Mickey commented that it looks like we are finally getting departmental buy-in.

Dave Mills discussed reaching out to unique local businesses and promoting them to the public. Justin has discussed with the Press highlighting Bristol manufacturers. Dawn asked if the committee could help to reach out to the manufacturers. Bryan said that Otis highlights their employees – called "signature stories" – reach out to them.

B. Community Events and Outreach

Dawn has been spending a lot of time in the schools and has met with the Board of Ed. They will be working to connect All Heart with the Board of Ed website. She has a flyer they will share with students coming from out of town. She is setting up a liaison from each school who will let her know what is going on. The Board of Ed does not promote Facebook but is more into Twitter. They are looking for a replacement for Sarah Mitchell. Dawn will then work with that person.

Justin spoke about the Adult Education system and how they are providing childcare and starting other programs and assisting with other issues the adult learners may be faced with. The City will be working along with Larry Covino on these issues.

Dawn reviewed other connections she has made with different special school programs.

VI. Adjournment

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

Respectfully submitted,  
Christine Cooper,  
Recording Secretary