

**MARKETING COMMITTEE
of the Bristol Development Authority
Meeting Minutes – Regular Meeting
September 6, 2019 9:00 A.M.
First Floor Meeting Room, Bristol City Hall**

ATTENDEES: Dave Mills, Bryan Dumelin, Jack Ferraro (9:20), Mickey Goldwasser, John Smith (10:13), Shannen Tack

ABSENT: Howard Schmelder

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

GUESTS: Heather Grance, Imagine Nation

I. The Marketing Committee was called to order at 9:05 a.m. by Dave Mills.

II. Public Participation

Dawn Nielsen provided an update from the Central Connecticut Chambers of Commerce. Justin said that a new business, Exterior Trim, has opened on Riverside Avenue. There will be a ribbon cutting in a couple of weeks.

III. No action at this time.

IV. Old Business

A. Summer Marketing Updates:

Dawn reviewed media ads and publications from the summer. There have been a number of ribbon cuttings this summer. The Farmer's Market has been very successful and was growing each week. Next week there will be a cooking demonstration and it will be documented by Nutmeg TV. Vendors will donate produce and recipes will be available. The vendors have been very successful and are very pleased.

Jack Ferraro joined the meeting at 9:20 a.m.

Little League Tournament Recap: Bags with a letter from the Mayor and summer poster were given to families. The poster was distributed locally and online. Dawn received feedback from Amry at the Little League. She will work with him next year on the goodie bags and the contents.

Prior to the families coming, they were sent visitor's guide by the Little League organization. We don't have access to the address information. Dawn has received the estimated attendance records for the games. Letters were sent to local businesses about the tournaments and asking them to set up their business on our website. 220 letters were sent out.

There was general discussion of the marketing efforts of the Little League and how we can partner with them on promoting the tournaments and Bristol. Some restrictions apply due to the parent organization and the sponsors.

Dawn has made some changes to the Bristol All Heart front page banner (home page) providing special links and blogs for special events. The Farmer's Market and Little League Tournaments were featured in summer and now the Mum Festival has been added.

City Hall All Heart: There will be two signs in City Hall – one will be in Council Chambers and the other in the entrance (painted sign). These will be funded through the building committee. The logo is being used in many other city departments as well, especially by Public Works. The Mum Festival is incorporating the logo as well.

V. New Business

A. 2019-2020 Marketing Campaign Plans

There are several in the works. Justin and Dawn Nielsen meet weekly on upcoming large projects and discuss how they will promote them. We are collaborating with the Bristol Board of Ed and branded the campaign "*BristolWorks!*" with Larry Covino. Their program in Adult Ed gives you a certificate and practical experience for working in manufacturing. The manufacturing program at Adult Ed has been expanding. Two manufacturers are on board and it will be expanded to health care. Child care and transportation will be provided to participants. There will be a press release to come on this. How to promote it is being worked on.

B. Social Media and BAH Website Usage Statistics

Dawn reviewed the social media and website statistics. The social media channels have been consolidated. We have Facebook, Twitter and Instagram. Most of the traffic is on Facebook. No paid boosts have been done.

She reviewed the most popular posts. She is working with Bryan Dumelin and the Mayor's office on bringing a social media workshop to City Hall so that we will all be on the same page.

The statistics showed positive results of our efforts over the summer. She pointed out the most positive Facebook and blog posts which had the most traffic and that drove people to the website. She is also working with Malcolm Huckaby, beginning with an All Heart story.

C. BDA Real Estate Marketing

Justin reported that we have ads for the Southeast Bristol Business Park which are in site selector magazines, etc., but we don't publicize this enough. Dave Mills initiated a discussion of how to attract people to Bristol and promote the value of housing in Bristol and asked is there a way to tie this in to our campaign. One component is the people in Bristol and the value of raising your family in Bristol. Shannen mentioned that there are limitations on promoting as far as steering people to any specific area. Justin said we would just talk about what is going well in Bristol. Shannen will bring statistics to the next meeting about the Bristol market.

John Smith joined the meeting at 10:13 a.m.

III. Acceptance of Minutes

Mickey Goldwasser made a motion to accept the minutes of the June 14, 2019 Special Meeting. Jack Ferraro seconded the motion, all present voted in favor and the minutes were accepted.

V. D. Any Other Business

Shannen provided a Mum Festival update on their preparations and marketing and advertising. Jack Ferraro and Mickey Goldwasser added information. Shannen, Jack and Mickey reviewed the general program for the Mum Festival weekend. There was general discussion on volunteerism.

VI. Adjournment

Mickey Goldwasser made a motion to adjourn the meeting at 10:29 a.m., Jack Ferraro seconded the motion, all present voted in favor and the meeting was adjourned.

Respectfully submitted,

Christine Cooper,

Recording Secretary