

**TOWN OF HEMPSTEAD IDA and LDC
ADVERTISING AND MARKETING COMMITTEE MEETING
MINUTES**

February 16, 2011, 10:15 a.m.
IDA Office, 350 Front Street, Hempstead

Agenda: Review and update of documents required for both IDA and LDC websites, Discussion of current 2011 advertising and marketing strategies, Report on contacts made from possible developers as a result of advertising outreach.

Those in attendance: Paul Conte, Chairman
Ted Sasso, Committee Member
Danny Grodotzke, Committee Member
Frederick E. Parola, Executive Director/CEO
Arlyn Eames, Deputy Financial Officer
Michael Lodato, Deputy Agency Administrator

Absent: Gene Turner, Consultant

The meeting was called to order at 10:15 a.m. by Fred Parola.

IDA and LDC website documents: All documents required for the IDA and LDC websites was reviewed and the committee members were satisfied that the website is up-to-date.

2011 Advertising and marketing strategies: The committee decided to maintain current advertising and marketing strategies with Bluetooth Creative. The IDA print and radio advertising currently in use is still relevant. Fred Parola advised the committee that some of the ads have been moved to emphasize the fall season.

Contacts: The majority of inquiries received via email from developers regarding potential IDA projects are still being generated mainly from advertising on Bloomberg Radio.

The meeting was adjourned at 10:30 a.m. by Paul Conte