Advertising Committee Meeting Agenda

# **IDA and LDC**

February 16, 2017 – 11:15 a.m.

IDA Office, 2nd Floor

350 Front Street, Hempstead

Agenda:

IDA and LDC Review of 2017 Proposal and Contractual Arrangement with Bluetooth Creative Group

Discussion of 2017 Marketing Strategies

Those in attendance: Bill Hendrick, Chairman - IDA/LDC

Mike Lodato - IDA/LDC

 Fred Parola - IDA/LDC

 Arlyn Eames – IDA

 Eric Mallette - IDA/LDC

 Steve Raiser - IDA/LDC

Also in attendance: Todd Shapiro, Todd Shapiro Associates

 Alan Wax, Todd Shapiro Associates

John Ferretti, Board Member

Arthur Nastre, Chairman

Stephanie Dazio, Newsday Reporter

IDA and LDC Review of 2017 Proposal and Contractual Arrangement with Bluetooth Creative Group: The Committee decided to lower the contractual Agreement with Bluetooth Creative Group and to use them as just website hosting and support for 2017. Mike Lodato will request an amended contract from Bluetooth Creative Group to review at a future Committee Meeting.

Discussion of 2017 Marketing Strategies: Todd Shapiro presented the Committee with a proposed PR action plan along with recommending we use a Facebook page to inform people of our projects on social media. The Committee will review the proposal and give Todd some input at our next Advertising meeting.

Mike Lodato made a motion to close the meeting at 11:40 a.m. This motion was seconded by Eric Mallette. All were in favor. Motion carried.

Respectfully submitted by

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Michael Lodato

Deputy Agency Administrator