Advertising Committee Meeting Agenda

# **IDA and LDC**

April 27, 2017 – 8:45 a.m.

IDA Office, 2nd Floor

350 Front Street, Hempstead

Agenda:

Adoption of Resolutions appointing Bluetooth Creative Group to host and maintain the IDA and LDC Websites.

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

Also in attendance: Todd Shapiro, Todd Shapiro Associates

 Alan Wax, Todd Shapiro Associates

Absent: Steve Raiser - IDA/LDC

Consideration and Adoption of a Resolution for Bluetooth Creative Group to host and maintain the IDA Website:

A motion was made by Bill Hendrick to adopt a Resolution appointing Bluetooth Creative Group to host and maintain the IDA website. The motion was seconded by Eric Mallette. All were in favor. Motion carried.

Consideration and Adoption of a Resolution for Bluetooth Creative Group to host and maintain the LDC Website:

A motion was made by Mike Lodato to adopt a Resolution appointing Bluetooth Creative Group to host and maintain the LDC website. The motion was seconded by Bill Hendrick. All were in favor. Motion carried.

Fred Parola made a motion to close the meeting at 8:55 a.m. This motion was seconded by Mike Lodato. All were in favor. Motion carried.

Respectfully submitted by

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Michael Lodato

Deputy Agency Administrator