Advertising Committee Meeting Minutes

# **IDA and LDC**

August 22, 2019 – 10:30 a.m.

Nathan L.H. Bennett Pavilion, 1 Washington Street, Hempstead

In Attendance: Florestano Girardi (IDA & LDC)

Gerilyn Smith (IDA & LDC)

Fred Parola (IDA & LDC)

Mike Lodato (IDA & LDC)

Laura Tomeo (IDA Only)

Excused:

Florestano Girardi opened the meeting at 10:30 a.m. and confirmed a quorum was present.

Agenda: IDA/LDC – Todd Shapiro/Public Relations Presentation and Contract Discussion for 2019

Todd Shapiro Associates: Todd Shapiro and Alan Wax of Todd Shapiro Associates spoke to the Committee regarding their intention to improve the perception of the agencies by sharing information with the public on significant IDA and LDC projects via press releases and Facebook Mr. Shapiro and Mr. Wax also shared a few ideas for increasing the profile of the agencies through a business event.

Florestano Girardi made a motion to extend the Contract of Todd Shapiro Associates for one year. This was seconded by Gerilyn Smith. All were in favor. Motion Carried.

Mike Lodato made a motion to close the meeting at 10:40 a.m. This motion was seconded by Fred Parola. All were in favor. Motion carried.

Respectfully submitted by

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Michael Lodato

Corporate Administrator