

MINUTES
Economic Development Commission
Monday, March 1, 2004
Town Council Chambers - 909 Foxon Road
7:30 p.m.

1. Call to Order: Chairman Al Clemente called the meeting to order at 7:35 p.m.

Members Present: Al Clemente, Dawn Pearson and Kevin Grant

Members Absent: Ed Boughton and Judy Murphy

Guests: Town Manager, Karl Kilduff, Steve Montesano, Councilor Joanne Wentworth, Marty Hunt, Kristi Sullivan and Joseph Jack from CERC

2. Approval of Previous Minutes: Due to lack of quorum, minutes from February 2 could not be approved.

3. Review of Draft - Marketing Plan with CERC: Marty Hunt and Kristi Sullivan from CERC reviewed the Marketing Plan with the Economic Development Committee (see attachment). Highlights of the presentation are listed below:

- Overall Goal
- Marketing Objectives (to support goal)
- Targets/Audience
- Potential Partners
- Messages
- Strengths
- Weaknesses
- Potential Obstacles
- Marketing Strategy
- Recommended Tactics

Marty Hunt and Kristi Sullivan will email Town Manager, Karl Kilduff what they believe should be priorities for the Town of North Branford. Town Manager will discuss the list of priorities with Economic Development Committee at the next scheduled meeting.

4. Any Other Items Members May Wish to Discuss: Town Manager, Karl Kilduff, Steve Montesano, and Pam Gery from Park & Recreation discussed at the Chamber of Commerce meeting about changing the Expo to Spring/Summer months. With changing the Expo to later in the year, the Expo can be held outdoors with our annual summer concerts and food vendors would be able to participate. This event can be family orient and a success with a combination of activities.

5. Adjournment: There being no further discussion, Al Clemente adjourned at 8:53 p.m.

Respectfully submitted,

Gina A. Cox
Secretary

Cc: Town Clerk, EDC Members, Mayor Joanne Wentworth, Town Manager, Karl F. Kilduff, Town Planner, Carol Zebb and Steven Montesano