



Tow Business Liaison Committee
Special Meeting Draft Minutes
February 25, 2021
7:00 PM
Council Chambers
Town Hall
In-Person/Virtual

Call to Order/Roll Call

Chairman Leggett called the meeting to order at 7:00 pm. Shelley Kozlowski called the roll: Members present: Bob Leggett, Deepa Chakrapani, Jennifer Kiefhaber, Robert Holland, Jon Krinn. Absent: Friderike Butler. Staff present: Natalie Monkou, Economic Development Manager, Shelley Kozlowski, Board Clerk/Deputy Town Clerk.

Continuity of Government Resolution

Chairman Leggett read the Continuity of Government Resolution

Motion to accept: Holland

Seconded: Chakrapani

Unanimous

Acceptance of Minutes

Motion to accept: Chakrapani

Seconded: Kiefhaber

Unanimous

Developing a Marketing Strategy to Support TOV Businesses During and Post COVID-19. (Presentation)

The evening's special meeting was called to allow a presentation by Ms. Monkou and a representative from Reingold, Inc. -- Rebekah Peterson, Sr. Communications Associate. Presentation highlights included the need for branding and identity; a new marketing website; use of social media; use of secured media spots. Takeaways from the restaurant week campaign in February were also presented as were possible future plans, such as developing a communication plan, a social media plan, a boot camp series, and a website that would include a homepage, upcoming events, and a local business directory.

Chairman Leggett asked what role the TBLC would play. Ms. Monkou stated it would be in an advocacy and advisory role. Other points of discussion included reasonable expectations, recommendation that a

calendar of events be developed for businesses, possibly interview and highlight the efforts of employees who work for the Town's businesses, improve communications in Town by researching ways to connect on a regular basis with civic associations in the Town, such as NEVCA and other such organizations as well as home-based businesses.

Based on the presentation and the discussion that followed, the TBLC will explore ways to support The Economic Development Officer's effort by endorsing more funding to complete the marketing development effort and possibly the hiring of another Town employee to help implement the recommendations of the study. This support could come in the form of a letter to the TC or some other way.

Motion to adjourn: Holland

Seconded: Kiefhaber

Unanimous

Adjournment: 7:55 PM

Minutes Submitted by Shelley Kozlowski, Board Clerk/Deputy Town Clerk