

Town of East Hampton
Economic Development Commission
Special Meeting

Wednesday, April 29, 2020

7:00 P.M.

VIRTUAL MEETING VIA ZOOM

MINUTES

Present: Chairman Ted Turner, Tim Csere, Robin Letourneau, Walt Jedziniak, and Matthew Reich, with Town Manager David Cox.

Absent: Christopher Ott

Call to Order: Chairman Turner called the meeting to order at 7:10 P.M.

Public Remarks: None

Approval of Ad in Events Magazine: This ad will be on the back cover of the Events Magazine. It will be a one-time printing for the June issue. The cost was \$750 for a full-page ad, but that cost went down to \$500. The members discussed ways to help the Events Magazine gain more advertisers and more help in the coming months. The virus has made a few difficulties for the magazine to print the number of ads they used to and made it difficult to gain the monetary means to keep printing the magazine. The members decided to implore the local businesses to help the magazine by buying ad space. Some businesses are still open, while some have closed temporarily due to the virus.

A motion was made by Mr. Csere, seconded by Ms. Letourneau, to allocate \$500 to pay for the Events Magazine ad. Voted 5-0 in favor.

Discussion of Business Pamphlet: The members decided to wait for the new Town Hall to open to the public and in working operation before printing the pamphlet. The town hall information in the pamphlet will be correct for the new building location. A picture of the new Town Hall building should be one of the cover photos. It was suggested to use the Business of the Month businesses, that are still operating, in the pamphlet first. It was decided to print small batches at a time with varying businesses listed inside the pamphlet. To be realistic, the pamphlet should be printed twice a year. The members discussed having the pamphlet sorted by categories for the different types of businesses in the town. The members tried to decide which businesses to add in the pamphlet. A solution to that problem suggested that the first issue of the pamphlet will have the businesses that applied to the ad in the Rivereast. Another suggestion was to add a page stating that any business wanting to be added into the pamphlet should contact the EDC or the Town Hall. The price for printing smaller batches twice a year needs to be investigated. A PDF copy from the printer will be sent to the members to review and make changes if need be.

Discussion of Possible Student Brochure Project: This is a Capstone Project. Christopher Miller is a senior at East Hampton High School. He proposed producing a travel brochure of East Hampton as his senior project. This would be more of a visitor's guide than a business pamphlet. It was suggested to have him present a proposal of his plans to the members of the commission. It was also suggested that the Chamber of Tourism could help him with how to put together a tourist guide. He should also probably bring a mockup of his brochure when presenting to the commission. The members want to hold a special meeting for the brochure on Wednesday May 13th at 7:00 pm.

Adjournment: *A motion was made by Chairman Turner, seconded by Mr. Jedziniak, to adjourn the meeting at 8:05PM. Voted 5-0 in favor.*

Respectfully Submitted,

Katrina Aligata

Recording Clerk