


**Town of Hempstead IDA/LDC**  
**Advertising & Marketing Committee Minutes**  
**March 28, 2019**  
**8:30 a.m.**

Members Present: Flo Girardi, Eric Mallette, John Ardito, Jack Majket, John Ardito, Fred Parola, Mike Lodato, Laura Tomeo (IDA only) and Alan Wax from Todd Shapiro Associates Public Relations.

Members Absent: Jim Marsh

Alan Wax presented the committee with some advertising ideas to help create new business for the IDA/LDC inclusive of the use of social media, Facebook, email blasts, and monthly newsletters. Mr. Wax also suggested that the IDA/LDC host a breakfast networking meeting. Todd Shapiro Associates will handle the invitations and the setup for this event. This type of event will help publicize the IDA/LDC and to reintroduce and promote economic development by helping businesses grow through the financial assistance benefits available.

The overall opinion of the committee is to proceed with the advertising strategy as outlined by Alan Wax and to sponsor a breakfast complimentary of the IDA/LDC for a business networking event. We hope this strategy will advance the IDA/LDC and in helping qualified businesses relocate, expand and build in the Town of Hempstead.



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Laura Tomeo  
Deputy Agency Administrator