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ADVERTISING & MARKETING COMMITTEE MEETING

IDA OFFICE

November 15, 2007

Members Present: Chairman Paul Conte, Fred Parola, Cheryl Petri, Gene Turner,
Lorraine Rhoads & Edie Longo

Chairman Paul Conte called the meeting to order at 11:05 a.m.


Steve Ehrlich, President of Ehrlich Advertising & Marketing and Bluetooth Creative Group presented ideas to the committee concerning our website, campaign ads, radio spots and printed material for 2008. Steve informed the committee that he is phasing out Ehrlich Advertising as such and merging it with Bluetooth Creative Group which will be the new name of the organization as of January 1st, 2008.

Steve Ehrlich suggested placing ads in The Nassau Lawyer (reaching out to attorneys who do commercial deals & have connections with real estate agencies) and in Craine's (which may attract someone who wishes to re-locate or branch out from the tri-state area). These are both monthly publications. He is getting price quotes so the committee can take the matter under advisement.

Edie Longo explained the necessity to expand the web-site in order to comply with the new state mandates. It is necessary to place all our financial information, project info, etc. on the site. Some of this information is already in place.

The committee agreed to another meeting on December 4th at 11:00 a.m. Steve Ehrlich will submit a 2008 advertising proposal for consideration by the board at that time.

A motion was made by Paul Conte at 12:05 p.m. to adjourn the meeting and seconded by Fred Parola. The motion was carried.


Lorraine Rhoads
Deputy Agency Administrator