

**TOWN OF HEMPSTEAD IDA**  
**350 Front Street**  
**Hempstead, New York 11550-4037**

**Advertising & Marketing Committee Minutes**  
**February 13, 2007**

Members Present: Chairman Paul Conte, Fred Parola, Lorraine Rhoads

Members Absent: Ted Sasso, Cheryl Petri, Gene Turner

Chairman Paul Conte called the meeting to order at 11:20 a.m.

Steve Ehrlich showed an example of a testimonial ad which will go into the Long Island Business News publication. The ad will include favorable testimonials from the owners of five of our recent projects as to how the TOH IDA was helpful to them and will include a photo in the background of the project. Paul Conte discussed the cost of the photographer for these testimonials, as well as, the 60-second radio spot.

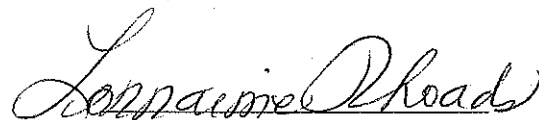
It was further suggested that a "new tag line" for the IDA be "Put us to work for you". The committee like the idea and approved the new tag line.

Ehrlich Advertising will re-write the radio spot heard on Bloomberg Radio and present it to the committee for review and suggestions at the next meeting.

Ehrlich Advertising suggested some ideas to how the update our web-site. They will submit some material for the committee to review prior to discussion at our next meeting.

It was decided by the committee that the IDA will continue to use the present brochures, however, an insert will be used to update the names of the Board Members and include other pertinent information.

The meeting was adjourned by Paul Conte at 11:55 a.m. and seconded by Fred Parola.

  
Lorraine Rhoads  
Deputy Agency Administrator