

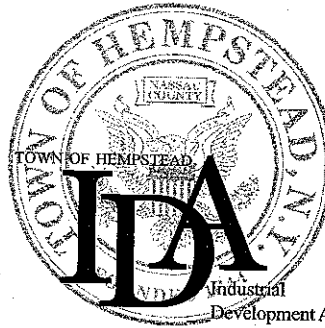
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TOWN OF HEMPSTEAD I.D.A.  
ADVERTISING AND MARKETING COMMITTEE MEETING  
MINUTES

SEPTEMBER 29, 2008, 9:30 A.M.  
IDA OFFICE, 350 FRONT STREET, HEMPSTEAD

**AGENDA:** Discussion and Creation of Draft Budget for 2010, Discussion and Creation of Advertising Plan for 2010.

Those in attendance: Paul Conte, Chairman  
Frederick E. Parola, Executive Director/CEO  
Arlyn Eames, Deputy Agency Administrator  
Gene Turner, Consultant

Not in attendance: Ted Sasso, Committee Member  
Danny Grodotzke, Committee Member

Also present: Steve Ehrlich, Bluetooth Creative  
Cheryl Petri, LDC Board Member  
Michael Lodato, LDC Corporate Director

The meeting was called to order at 9:30 a.m.

2010 Draft Budget: Preliminary discussions with respect to the 2010 Budget revolved around whether to expand advertising to new outlets, or increase the saturation of Bloomberg Radio, which has been the most effective outlet.

Advertising Plan: Steve Ehrlich of Bluetooth made a presentation to the Committee, which included a video presentation of current IDA television advertisements. He also supplied committee members with copies of current printed material and promotions. Mr. Ehrlich recommended continued advertising with Bloomberg Radio, but suggested advertising in Crain's, a New York based business publication as well. He also recommended expanding the on-line presence through search engine links to direct parties to the IDA website. There was discussion about a joint venture in advertising with the LDC, the IDA, and possibly other entities for 2010. Mr. Ehrlich will make a presentation on this new plan at the October 27, 2009 meeting.

The meeting was adjourned at 10:25 a.m.