Advertising Committee Meeting Minutes

# **IDA and LDC**

June 28, 2018 – 10:45 a.m.

Nathan L.H. Bennett Pavilion, 1 Washington Street, Hempstead

In Attendance: Florestano Girardi (IDA & LDC)

Fred Parola (IDA & LDC)

Mike Lodato (IDA & LDC)

Arlyn Eames (IDA Only)

Excused: Richard DeBrosse, Chairman (IDA & LDC)

Gerilyn Smith (IDA & LDC)

Mike Lodato opened the meeting at 11:41 a.m. and confirmed a quorum was present.

AGENDA: Todd Shapiro/Public Relations Strategy Discussion

Todd Shapiro Associates: Todd Shapiro and Alan Wax of Todd Shapiro Associates spoke to the Committee regarding their intention to improve the perception of the agencies by sharing information with the public on significant IDA and LDC projects via press releases. Mr. Shapiro and Mr. Wax also shared a few ideas for increasing the profile of the agencies through direct mail, social media and business events.

Mike Lodato made a motion to close the meeting at 11:55 a.m. This motion was seconded by Fred Parola. All were in favor. Motion carried.

Respectfully submitted by

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Arlyn Eames

Deputy Financial Officer