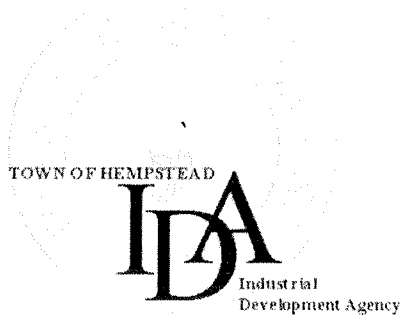


Frederick E. Parola  
Chief Executive Officer



350 FRONT STREET HEMPSTEAD, NY 11550-4037  
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TOWN OF HEMPSTEAD INDUSTRIAL DEVELOPMENT AGENCY  
SPECIAL BOARD MEETING  
June 9, 2021, 9:00 a.m.  
350 Front Street, Hempstead  
(This meeting was in person)

Agenda: Discussion of Advertising and Marketing Strategies for 2021 - 2022

Those in attendance: Flo Girardi, Chairman  
Cherise Vanderhall, Member  
Thomas Grech, Member

Also in attendance: Paul O'Brien, Phillips Lytle LLP  
Frederick E. Parola, CEO  
Michael Lodato, Deputy Executive Director  
Arlyn Eames,  
Laura Tomeo, Deputy Agency Administrator  
Alan Wax, Public Relations

Excused: James G. Marsh, Esq., Vice Chairman  
Eric C. Mallette, Treasurer  
Jack Majkut, Secretary  
Robert Bedford, Member

The meeting was called to order at 9:16 a.m.

Public Comment: There was no public comment

Discussion of Advertising and Marketing Strategies for 2021 – 2022: Board Members met to discuss advertising strategies to promote The Industrial Development Agency and The Local Development Corp. Allan Wax from Todd Shapiro and Associate was involved in the discussion. Social media was a big point of interest, LinkedIn, Instagram Facebook. The office also plans on hosting a breakfast to engage old and new applicants to advise all the IDA/LDC is back in business post COVID. We incorporated these items in the new contract for Todd Shapiro and Associates which will be adopted at our next board meeting.

Executive Session: No Executive Session

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Jack Majkut, Secretary  
July 22, 2021