Advertising Committee Meeting Agenda

# **IDA and LDC**

March 24, 2022 – 10:55 a.m.

1 Washington Street

Town of Hempstead Pavilion

Hempstead, NY

LDC Members in Attendance: Thomas Grech, Chairman, Florestano Girardi, Fred Parola, Mike Lodato, Laura Tomeo and Jerry Kornbluth

IDA Members in Attendance: Thomas Grech, Chairman, Florestano Girardi, Fred Parola, Mike Lodato, Laura Tomeo/Lorraine and Jerry Kornbluth

Excused: Jack Majkut

Agenda:

IDA Review and acceptance of 2022 Website Upgrade and Refresh by Giovatto Advertising/Steve Ehrlich

LDC Review and acceptance of 2022 Website Upgrade and Refresh by Giovatto Advertising/Steve Ehrlich

The Committee was supplied with materials outlining a website upgrade for both the IDA and LDC websites. Thomas Grech and Florestano Girardi suggested that Steve Ehrlich attend the next IDA and LDC Board Meetings in April to give a presentation and explain the website upgrades/refresh procedure.

The Committee would also like our PR Firm, Todd Shapiro Associates to engage in more social media posting moving forward on our Facebook, Twitter and Linkedin pages.

With all business concluded, Thomas Grech made a motion to close the IDA and LDC Advertising Meetings. Mike Lodato seconded the motion. All were in favor. Motion carried.