

**TOWN OF FARMINGTON, CT  
ECONOMIC DEVELOPMENT COMMISSION**

DATE: Wednesday April 12, 2017  
TIME: 5:30 P.M.  
PLACE: Farmington Town Council Chambers

**MINUTES**

**Present**

Carole King  
Bob Reeve  
Augusto Russell  
Dan Kleinman  
Brian Connolly  
John Karwoski

**Absent**

Joe Howard

**Staff**

Rose Ponte

**a. Call to Order**

a. Meeting was called to order at 5:30 pm

**b. Public Comment**

a. n/a

**c. Reading of the Minutes**

A motion was made and seconded to accept the March 8, 2017 minutes.  
(Reeve / Connolly).

- a. **Approved unanimously.**  
**Commissioner Karwoski abstained.**

**d. Marketing Proposal Interviews**

**Image Marketing:** Kate Sirignano-President  
Crystal Grim, Account Manager

Image Marketing gave a history of their company and presented a three year phased program. The deliverables would include brand development & marketing strategy, advertising & media planning, public relations, event planning, digital development, creative services, graphic design and training and seminars. They also included additional add on services and fee structure. Image Marketing also discuss projects that can provide a revenue stream for EDC

**Civic Lift : Evan Dobos –President**

Civic Lift is a Community Engagement Platform and Marketing Service provider. They specialize in creating community engagement infrastructure for cities and towns. They have developed this platform that communities adopt and leverage as the primary marketing channel for their town. The contract would include their “ content rally”, this would include reaching out to local businesses and stakeholders to give them an opportunity to learn how to submit their events, listings, and posts to the site before it is launched and flooded with visitors.

After the presentations the commissioners discussed both proposals. The proposals were very different from one another, and each had the advantages and disadvantages. Commissioner Connolly expressed that the first proposal might be considered putting the cart before the horse. He believes that the EDC still has to finalize their marketing plan, goals and objectives. Several Commissioners saw the value of the Civic Lift platform but questioned if it should be the charge of the EDC or

should it be the Town Council that manages this community wide platform. The gatekeeper aspect of the Civic Lift concerned some Commissioners, and they also expressed that the budget is not sufficient to develop a comprehensive marketing plan.

It was decided that the Rose would review both presentations with the Town Manager to determine the next steps. Rose will also email Commissioners to see if any of them would be interested in serving on a marketing subcommittee to finalize the Commission's marketing objectives and goals.

**h. New Business**

The Commissioners selected the Walker Group to be recognized during the May meeting. Augusto Russell will be the MC for the May Breakfast.

**i. Adjournment**

A motion was made and seconded (Connolly / Karwoski ) to adjourn the meeting. Meeting was adjourned at 8:00 pm

1. **Approved unanimously**

**Respectfully Submitted,  
Rose Ponte  
Economic Development Director  
CC: Economic Development Commissioners**