

MINUTES OF THE NEW LEBANON OUTREACH & MARKETING (O & M) COMMITTEE
HELD ON January 24, 2024

Present:

Tistrya Houghtling, Sharon Powers, Erminia Rasmussen

CALL TO ORDER:

The meeting was called to order at 10:02am by Tistrya Houghtling

DISCUSSION:

Centered around the updates for the new Town brochure
Hope to get it to the distributor by early April, the printer by the beginning of March

Need a new cover picture for it showing the beauty of New Lebanon – Sharon will pick out 10 images and send to committee for input – want the text and design to match our website and keep the branding – will use the purple color and fonts from the website

Will then also update the picture on the Visit New Lebanon page on the website

Need to reach out to new people for the brochure and update what is there

Erminia will send out a note that we need the information by February 16, end of day

Brochure should be finished by end of February, by our February meeting so we can go over it

We will be meeting as a group on the 4th Tuesday of each month.

We would like to advertise for more people to join the committee so we can do more projects for the town. Will put this on the next Town Board agenda.

Sharon will send Erminia the correct file for the brochure so she can send it out for updates

Next will be an update to the food brochure and condensed business directory, by mid-April for the mailer

Business Directory – should be put online so it can be updated more easily and then the print piece we send out can just have a list on it, with details online

Sharon needs to add to the Town publications page that people should contact Marcie (Town Clerk) to be added to the email list

Should have a town email blast and make a poster for people to find out how to find out what is going on New Lebanon (i.e. get on the email list) for email blasts

MSC: to have meeting adjourned made at 11:19 by Tistrya Houghtling, seconded by Erminia Rasmussen

Respectfully submitted,

Sharon Powers
Minutes taker