



TOWN OF MIDDLEBURY

ECONOMIC AND INDUSTRIAL DEVELOPMENT COMMISSION

**Regular Meeting, Tuesday September 24, 2019 6:30 p.m.
Town Hall Conference Room**

Present: Commissioner Anthony Minchella
Commissioner Armando Paolino
Commissioner Mark Petrucci
Chairman Terrence McAuliffe

Also Present:

Absent: Commissioner David Cappelletti
Commissioner Ted Mannello
Commissioner Frank Mirovsky

CALL TO ORDER

The meeting was called to order at about 6:35pm.
Pledge of Allegiance was said by all.

APPROVAL OF MINUTES

Anthony Minchella MOTIONED to approve the August 27, 2019 minutes, SECOND by Armando Paolino and unanimously voted.

DISCUSSION – Branding and Promotional Video

Members reviewed video footage shot mid-day at September 22 at the MRA, ball field, and Meadowview Park. They also reviewed efforts by surrounding towns and the costs, timings, and roles and responsibilities of those efforts.

Terrence McAuliffe said Southbury did a branding engagement prior to the video production and the overall production took more than two years from idea to release. The video was produced in-house with volunteers and a videographer on the town payroll. Businesses featured in the video did not pay for it.

Armando Paolino sent members a 2013 Waterbury promotional video

Considering costs, Anthony Minchella said the value in attracting good taxpaying businesses more than justified the expense of production. In discussion, members agreed detailed planning should precede further videography, so the desired footage would fit into the target production.

For follow-on, Anthony Minchella agreed to draft a mission statement paragraph, including objectives, constraints, audience, etc.

Anthony Minchella also agreed to describe the desired video in words. How long, beginning, end, interviewing, narration, pacing, areas of focus, flow, etc.

Regarding costs, members brainstormed fund raising possibilities.

Regarding Oxford Airport videos, Armando Paolino agreed to ask a person associated with pilot recruiting.

ADJOURNMENT

Anthony Minchella MOTIONED to adjourn, SECOND by Armando Paolino and unanimously voted at about 7:48pm.

Respectfully submitted,

Terrence McAuliffe

Chairman—Economic Development Commission
cc. Town Clerk, Barbara Whitaker, Commission Members