

TOWN OF FAIR HAVEN  
SELECT BOARD, WATER AND SEWER COMMISSIONERS  
LIQUOR COMMISSIONERS--CEMETERY COMMISSIONERS

SPECIAL MEETING OF SELECT BOARD  
JUNE 21, 2011

**Members Present:** Jeff Sheldon, Christopher Cole, Claire Stanley,  
Rod Holzworth, II, Timothy Langlois,

**Others Present:** Town Manager Peter Hathaway Mike Hickey from 802  
Creative Partners, Inc.

**Call to Order:** Chairman Jeff Sheldon called the meeting to order  
At 4:30 P.M.

The purpose of this meeting was to hear marketing ideas from 802  
Creative partners. No board action was taken.

Some of the ideas that were discussed were:

- Coming up with a town slogan
- Using internet media to market the town
  - o Facebook
  - o Twitter
  - o Youtube
- Survey the town
- Linking to other web sites
- Creating a video about the town
- Web site improvements
- What does the town offer?
- Act 250 impacts businesses
- Market on two fronts - business and tourism
- The idea of hiring a marketing firm was briefly discussed
  - o Giving the town an idea of cost
- The Town Manager discussed bid policy for this
- Brochures
- Tax incentives
- Competing with technology / texting and X-box.
- Briefly discuss // used police car
- Recreation committee policy distribution for information

**Adjourn:** Claire moved the Board to **adjourn** at 5:40 p.m.; seconded by  
Tim Langlois; motion carried unanimously.  
Respectfully submitted, Peter Hathaway.

Claire L. Stanley, Clerk

*Claire L. Stanley*