



COMMUNITY DEVELOPMENT CORPORATION COMMUNICATION

DATE: July 10, 2024

FROM: Thad Chambers, Town Administrator

AGENDA ITEM: Discuss and consider the marketing subcommittee.

Summary:

The Bartonville Community Development Corporation created a marketing subcommittee to discuss how to respond to a funding request from three Bartonville restaurant owners specifically, and generally to make other marketing recommendations to the full board.

The marketing subcommittee held several meetings and made the following recommendation:

“The BCDC will cover \$10,000 of the promotional video to come out of the BCDC Marketing budget.

Stipulations are as follows:

Video must include drone footage, at a minimum, of all the businesses, except the major chain businesses, in Bartonville

Segmentation of the drone footage that can be used by the town and other Bartonville businesses on their website and social media platforms

One of the committee members owns a business in Bartonville. Per the BCDC legal counsel, the stipulations that *all* Bartonville businesses (except major chains) must be included in the drone footage, and that the footage must be segmented for use by those businesses, creates the potential for a conflict of interest with the BCDC Bylaws, Article V, Section 8.

Staff Recommendation:

The board should consider disbanding the current marketing committee and appointing a new committee that does not include any Bartonville business owners, to avoid any possible conflicts of interest related to their marketing recommendations.

Exhibits:

- BCDC Bylaws