

**THOMASTON ECONOMIC DEVELOPMENT COMMISSION
SUBCOMMITTEE CONFERENCE CALL MEETING
MEETING MINUTES
FRIDAY, DECEMBER 16, 2011 at 11:00 am
CONFERENCE CALL**

Members Present: Rich Sileo, Cesare "Skip" DelVaglio, Joe Hartz

Others Present: Colleen Conheady, Community Producer, CGI Communications
130 East Main Street
Rochester NY 14604
11th Floor, Granite Building
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There are 4 chapters listed on the contract that we will produce. Those chapters include:

1. Welcome
2. Quality of Life
3. Real Estate & Relocation
4. Education

The other 2 chapters are for us to decide. Below is a list of suggested chapters that some of other communities have chosen, or we can come up with your own ideas. We want to focus on whichever aspects best represent Thomaston. Each video is approximately 165 words.

- Accommodations
- Arts & Entertainment
- Attractions
- Business & Industry
- Chamber of Commerce
- Community Services
- Convention Center
- Economic Development
- Dining
- Dining & Shopping
- Downtown
- Going Green/ Green Community
- Healthcare
- Healthcare & Senior Services
- Parks & Recreation
- Recreation & Things to do
- Residential Growth
- Shopping
- Tourism & Things to Do

The videography for Thomaston, CT is scheduled for June 26th & 27th, 2012

As an overview of the Production Process - once the scripts are approved CGI will create the shotlist and email that to us. CGI would like to have that to us no later than 3-4 weeks before the video shoot so that we can begin scheduling the shoot locations, therefore it is important that we stay on track with the scripting process. In order to create videos that best represent Thomaston CGI will need our input and assistance in selecting the best locations for filming, along with the scheduling of interior locations and of any testimonials. CGI also request that someone from the Town travel around with our videographer during the video shoot, this enables him/her to get all of the shots on the shotlist in the scheduled time.

Once the videos are edited CGI will email you a video proof. It is CGI's goal to have the videos go live on the website within 30 days from the date that we receive the first video proof. Once CGI receives any requested changes, it takes them about a week to email us a new video proof.

CGI also requests that we send in any additional photos or footage of things that may be mentioned in the script that they are not able to get during the video shoot, such as events, festivals, etc. Information for Sending in Additional Footage:

- Video requirements for previously captured footage - QuickTime format is the best. Footage may be sent on dvd, mini dv tape, or in any other format except Windows Media Player
- Shooting Parameters for new footage - video must be shot in Progressive 30 mode (30P), 16x9 frame. Please use a tripod for all shots.
- Photo Requirements - .jpg format, Photos should be at minimum 720x480 (highest resolution possible). Photos should be in landscape (horizontal) format rather than Portrait (vertical) format or square shaped. Photos may be sent via email, usually 4-5 photos per email, or saved to a disk and mailed to my attention at the address below.