



THE SMITH HOUSE HEALTH CARE CENTER

SKILLED NURSING CARE FACILITY
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CITY OF STAMFORD, CONNECTICUT

Smith House Marketing Minutes

Monday February 10, 2014

Smith House Health Care Center - Garden Room

Attended by: Robert Mislow, Maria Mallozzi, Chuck Pace, Vito Quivelli (Phone), Marlys Youngberg

- Called to order at 5:30 pm
- Discussion about ongoing meeting dates & locations. This will be confirmed after ongoing monthly Board meeting schedule confirmed
- RFP timing update –
 - Will be posted on City website 2/25
 - Mandatory walk through 3/5 at 10am
 - Questions to be submitted by 3/11
 - Final proposal to be submitted by 4/3 at 4pm
 - About \$45K available before June (if electrical bill moved out of marketing funds) and about \$50K in new budget
 - Headrush is expected to submit proposal
- Music & Memory Breakfast postponed to 3/5 at 9:30am
 - Working on Press Release and invitation to Mayor for more media coverage
 - Looking into a laptop to store the music – about \$1,500 (possibly from donations)
- Website Update is on hold until group that answers RFP is finalized so we have the same content
 - Facebook account set up and pictures to be added
 - New Smith House Marketing email to coordinate events and social media
- Foundation Updates – Still looking for a “Brand Champion” and people for the committee
 - Launch Party and Open House 4/26 from 3-5pm
 - Would like to invite neighbors, church groups, Representatives...
- Others
 - Logo being developed in Gold to put on the black van along with “50 years”
- Meeting adjourned at 6:30 pm
- Next meeting location and date TBD