



WEDC Communications Subcommittee

Meeting Minutes from Friday December 4, 2015

Attendees: Donna Morris, Bob Higgins, Laura Scott, Ed Gallagher (arrived late)

1. We review articles which have been written for publication in newspapers and on the Windham Town Website.
 - a. Lower Tax Bill Despite Growing Operating Budget
 - b. Impact of New Commercial Development to Windham (contribution to tax base and associated cost of services)
 - c. Warrant Article Could be Catalyst for more than \$2.1 Million Income to Windham Annually – Market Square Overlay District
2. Donna Morris agreed to take responsibility for writing brief articles to highlight different businesses and “Plazas” in town. Purpose is to educate the public on what is available to them now.
3. There was a discussion and agreement as to what the proper language for a tag line at the end of all Communications from WEDC.

The mission of the Windham Economic Development Committee (WEDC) is to enhance the vitality of the local economy by supporting existing business and attracting new businesses to Windham, encouraging economic development consistent with the Windham Master Plan, and promoting the spirit of the Town Motto: Old Values, New Horizons.

<http://www.windhamnewhampshire.com/updated/edc.htm>

Laura Scott to confirm that this was the final agreed upon tag line.
4. We discussed and agreed that Social Media (Facebook) is an important communications vehicle. We need to continue to ask the Board of Selectmen to provide official guidance on how we are permitted to use this outlet.
5. Adjourn