

Communications Sub Committee MEETING MINUTES
Approved 11/21/14

Present: Chairman C. Roberts, Members: N. Lyons-Baker, D. Morris
Guests: T. Sanders, S. Gabriel (from 36 Creative)

Meeting opened at 8:06am.

Chairman Roberts introduced the members of the committee and welcomed guests T. Sanders, S. Gabriel. Each member gave a bit of a background on themselves.

We had detailed discussion about the perception of the WEDC in the community of Windham. Discussed the mission statement of the WEDC and how we can effectively communicate this to the community. We discussed the article that was sent out by A. Letizio which compared various surrounding communities property tax burden. We discussed how something like this could be communicated to the community and where it could be posted. We all agreed that we should take a step back and find out if the communications subcommittee has a mission statement written. We all agreed that we should read the mission statement or if one hasn't been created then we should write one. C. Roberts will check with L. Scott on mission statement and also check on materials that the communications subcommittee has sent to the community in the past. C. Roberts is recommending that Trent Sanders and Steve Gabriel be appointed to this subcommittee by WEDC as he feels they would be valuable asset to the sub-committee considering their background and professions.

Subcommittee had the following ideas about projects we could work on:

- 1) Face Book page for WEDC
- 2) Article written on members of WEDC with background on each member.
- 3) Communications to improve overall community perception of WEDC.
- 4) Figure ways to show community that the proper economic development is essential to its success and can work to improve quality of life for residents as well as help balance or broaden the tax base.
- 5) Communications to existing businesses and potential businesses showing WEDC's support for local businesses

Finally, T. Sanders from 36 Creative volunteered to send C. Roberts an email outlining some ideas that may help in all of the areas discussed above. Next meeting will be held on Friday 12/21/14 at 8am at Community Development.

Motion to adjourn: D. Morris, seconded N. Lyons-Baker 3-0-0

Meeting adjourned at 9:12am