

WEDC Communications Committee Meeting Approved Minutes
2/20/15

Attending: Trent Sanders, Laura Scott, Donna Morris, Charlie Roberts, Steve Gabriel

- Laura Started meeting by going over the rules of the committee
- Draft minutes need to be posted 5 business days after the meeting
- Approved minutes there is no deadline to post

Approved minutes from 11/24: 4-0-0

- Donna Morris
- Steve Gabriel
- Trent Sanders

Approved Minutes from 1/16: 4-0-0

- Donna Morris
- Trent Sanders
- Charlie Roberts

Laura Discussed past media launching highlights

- Newspaper print articles
- They need a word document from 36creative to provide launch Press Releases to media outlets

Donna Morris suggested Windham/Pelham work together on the bi-weekly newspaper creating a page for "business" news which would be funded by advertising around the news. News would support:

- Pelham Economic Development
- Windham Economic Development
- Chamber news

Charlie suggested putting a 12 step plan together where we would outline 12 topics for news blurbs throughout the coming 3 months announcing different aspects of the WEDC to the public and selectman.

Our first three to be approved are:

1. Introduce the WEDCs mission
2. Introduce Members
3. Introduce Strategic plan

Committee then brainstormed on what we should introduce the members as and with what information:

1. Name
2. Employment
3. Town residency/length of residency
4. Why are they involved with the WEDC

Committee also discussed how we would spotlight businesses in town without being seen as favorable. Donna mentioned perhaps putting together a plan for us to actually showcase industry instead of specific businesses.