

Communications Sub Committee MEETING MINUTES
Approved 1/16/15

Present: Chairman C. Roberts, Members: D. Morris, S. Gabriel

Meeting opened at 8:00am.

We started the meeting by discussing the Micro Communications plan: develop a message, Create article, and distribution via town.

Discussed allowable topics we can create articles/ads on:

- Strategic Plan
- Members
- Current/relative Events/Notifications

First plan will be do piece to introduction the 2015 WEDC committee.

The Sub committee it will also send out a questionnaire form developed by D. Morris, to the WEDC committee members. Form will include: Name, Background, Why involved in the WEDC (why did you join), etc. The intent of the questionnaire form is to obtain content for future communications to introduce the members to the community. We plan to keep all messages, short and brief.

Prior to member highlights, we need to highlight “Why the WEDC exists” – and include business development.

Macro plan: Imagine, Plan, Build, LIVE! 36creative will make an iconography representation of this using the colors of the Windham Brochure.

Sub Committee agreed that all messages need to be positive, engaging, easy to read, and use imagery.

The goal will be to distribute messages twice a month.

First Article: WEDC: What it is? Why it exists? What we do? Teaser to highlight some members.

Second: Introduce 2 members, Al L. and Noel.

Third: Introduce 4 more members

Forth: Introduce any remaining members

Fifth: Elaborate on the “imagine” part of process.

Sixth: Elaborate on the “Plan” part of the process

Seventh: Elaborate on the “Build” part of the process

Eighth: Elaborate on the “LIVE” part of the process

C. Roberts is going to put together a rough concept of the first piece for the rest of the committee to review. Donna will edit content, and Steve will create some graphics to support it, and make the message look right.

Motion to adjourn: S. Gabriel, seconded D. Morris 3-0-0

Meeting adjourned at 9:00am