



**TOWN OF
THOMPSON**
EDC Branding Strategy
Implementation Committee

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**Economic Development Commission
Branding Strategy Implementation Committee**

Wednesday, 3 March 2021

VIA ZOOM - 6:30 P.M.

Meeting AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/85208784470?pwd=T25DSnJEMVFOaExFdHBqV2NQWTIHZz09>

Meeting ID: 852 0878 4470

Passcode: 104100

Dial by your location

+1 312 626 6799 US (Chicago)

1. Approval of Minutes from the 3 Feb 2021 Meeting

2. Old Business – Progress Reports

i. Marketing Plan Update and Roll out

- a. First Selectman reaching out to boards/commissions/committees re: new logo**
- b. Chairwoman contact with Civic Plus for adjustments to website**
- c. Interview for new social media intern – Mon 1 March**
- d. Promotional calendar rollout? Consolidation of social media pages?**

ii. Trails Update-Train Wreck Park

III. The Eleventh Village/Maker Fairs

IV. Community Garden & 65 Main Street

3. New Business – Strategize timeline & next steps

i. Next Marketing project – “One-sheet” w. Brian Flaherty Sullivan & LeShane

ii. The Eleventh Village/Maker Fairs – Action plan for Branding members?

III. Grants report

4. Correspondence

5. Member Comments