



TOWN of THOMPSON

ECONOMIC DEVELOPMENT OFFICE

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**Minutes: Economic Development Commission
Branding / Identity Committee
Special Meeting
Wednesday, May 24, 2017
Thompson Community Center
6:30 P.M.**

Present: Mary Ann Chinatti, John Filchak, JoAnn Hall, Stephen Herbert, Wallace Holder, Joe Iamartino, Charlene Langlois, Francis Langlois, Brian Loffredo, Charlie Obert, Tyra Penn-Gesek, John Rice, Brian Santos, Renee Waldron, Brian Yacino

- I. Call to Order – 6:31 pm
- II. Approval of minutes
 - A. Motion by JoAnn Hall to approve April 17, 2017 Branding Meeting minutes
Seconded by Frank Langlois
All in favor – motion carried
 - B. Motion by JoAnn Hall to approve April 3, 1917 Branding Meeting minutes
(approved at last meeting, but not documented properly)
Seconded by Brian Santos
All in favor – motion carried
- III. NECCOG Presentation- Branding/Identity Project
 - A. Three reasons to re-brand Thompson:
 1. Business development
 2. Promote destinations – Thompson Speedway, restaurants, agricultural things.
 3. Create a desirable place to live
 - B. Social Media
 1. Some of \$50k in EDC budget will help fund the website
 2. Renee Waldron volunteered to assist with social media effort
 3. We would need someone to continue the “buzz” about Thompson – Facebook, Twitter, etc.
 4. We have to choose our target audience
 - C. Other news
 1. More people showing interest in the mill at 929 Riverside – there is a meeting June 1.
 2. Discussed P&Z, EDC being invited to these meetings
 3. Discussed support for maintaining communication
 - collect email addresses
 - allow people to choose to receive information (sign up via website?)

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- D. Zip code: Can we maintain village feel, and even the zip codes, but use a unified "Thompson" in our address?
 - E. Joe Iamartino feels that we should encourage incentives to get people to develop town-owned properties.
 - F. Our plan should aggressively address challenges as part of our plan for Thompson
 - G. Small Cities grants
 - 1. May be tougher to work with
 - 2. Mary Ann stated that we no longer have a local contact who could respond to contractor emergencies
- IV. Next Meeting: Tuesday June 27, 2017 at 6:30 pm at the Community Center.
NOTE: John Filchak will be attending the next P & Z meeting to propose / discuss zoning changes along Route 12 and Route 131
- V. Adjourn – 7:50 pm

BRANDING MEETING ATTENDANCE -- May 24, 2017[illegible]