



TOWN of THOMPSON

ECONOMIC DEVELOPMENT OFFICE

**Minutes: Economic Development Commission
Branding / Identity Committee
Special Meeting
Tuesday, June 27, 2017
Thompson Community Center
6:30 P.M.**

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TOWN OF THOMPSON, CT.

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Linda Paradise
TOWN CLERK / Asst.

Present: Angela Authier, Ken Beausoleil, Mary Ann Chinatti, Ryan Cournoyer, Shawn Donohue, John Filchak, Hoween Flexer, JoAnn Hall, Stephen Herbert, Wallace Holder, Joseph Iamartino, Valentine Iamartino, Amanda Jarmolowicz, Kym Krogul, Michael J Krogul, Michael A Lajeunesse, Lynn Landry, Charlene Langlois, Joe Lindley, Brian Loffredo, Kathy Morin, Charlie Obert, Tyra Penn-Gesek, John Rice, Brian Santos, John Sharpe, Amanda Underhill, Michael Underhill, Delpha Very, Renee Waldron, Brian Yacino

- I. Call to Order – 6:34 pm
- II. Approval of May 24, 2017 minutes
Motion by Charlie Obert to approve May 24, 2017 Branding Meeting minutes
Seconded by JoAnn Hall
All in favor – motion carried
- III. NECCOG Presentation- Branding/Identity Project
 - A. Presentation theme: “Close enough, but far enough away”
 - B. Branding:
 1. Focus on town’s desire to attract new residents, stimulate business development and develop town as a tourist destination
 2. A goal is to Craft a message about special offerings in town that will resonate or appeal to businesses and people outside of Thompson
 3. Branding project is not a marketing plan
 4. Focus and build on unique strengths, take responsibility for economic success
 - C. John outlined previous process steps that we’ve taken before tonight
 - D. There is nothing more important to long-term visibility & viability than having a recognized brand
 - E. Branding is capturing the essence of the community – different from marketing, which is the “nuts and bolts”.
 - F. Audience participation:
 1. Word or phrase to describe Thompson: [quiet, sleepy]
 2. What Thompson place or activity would you recommend: [Speedway, trails, Tri-State Marker, museums]
 - G. Social Media
 1. Best activities in Thompson – “Yelp” only shows Fort Hill Farms

MUNICIPAL BUILDING

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2. Our Facebook page shows more, but is outdated
 - H. Discussed zoning – John Filchak met with P & Z
 1. How can we make zoning logical?
 2. How can we treat 12 / 131 corridor as one zone to spark investment?
 3. Mansfield has a “Companion Book” which walks people through the zoning Process if starting a business
 - I. Revisited “SWOT” (Strengths, Weaknesses, Opportunities, Threats)
 1. Suggestions to add rail, proximity to airports, proximity to major cities, and quality of life to Strengths
 2. Suggestion to add transportation to Weaknesses
 3. Suggestions to add schools, River Mill to Opportunities
 - J. RECOMMENDATIONS
 1. Assemble a Leadership Team (about 15 people)
 2. Regarding the Route 12 / 131 corridor, establish a “master plan” to include housing, zoning, neighborhood revitalization, sidewalks, open rivers, housing rehab)
 3. Zoning – simplify, implement guidelines for structures
 4. Social Media – need a skilled person to manage
 5. Develop a marketing plan
 6. “Court” the businesses that supply larger “Pratt-Whitney type businesses
- IV. Next Meeting: TBA.
- V. Adjourn – 8:50 pm

BRANDING MEETING ATTENDANCE -- June 27, 2017

PRINT NAME	EMAIL
Brian M Yacino	brianyacino@aol.com
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