



TOWN of  
**THOMPSON**

ECONOMIC DEVELOPMENT OFFICE

Economic Development Commission

Branding / Identity Committee

Special Meeting

Monday, April 17, 2017, 6:30PM

Thompson Community Center Room 1

934 Riverside Dr., N. Grosvenordale, CT

RECEIVED  
TOWN OF THOMPSON, CT.

APR 25 A 11:45

*Linda Paradise*  
TOWN CLERK/Asst.

**MINUTES**

**Present:** Ken Beausoleil, John Filchak, Hoween Flexer, JoAnn Hall, Stephen Herbert, Wallace Holder, Charlene Langlois, Francis Langlois, Robert Larkin, Brian Loffredo, Charlie Obert, Tyra Penn, John Sharpe, Renee Waldron, Brian Yacino

- I. Call to Order – 6:30 pm
- II. Approval of April 3, 2017 Branding Meeting minutes
- III. NECCOG Presentation- Branding/Identity Project
  - A. Branding Thompson:
    1. Branding - A process that a community embarks upon to change, refine, or improve what people are saying about you.
    2. Brands cannot grow or thrive if no one takes responsibility for them.
  - B. Why Brand?:
    1. Put the community on the regional and national map
    2. Increase sense of local identity, well-being, and pride
    3. Attract new business, industry, investment, and high-profile events
    4. Draw new population & diversity of skill and talent
    5. Increase tourism
    6. Develop and maintain a sense of community identity and message to the outside world
    7. Support coherent local development efforts
    - 8 Help understand town's character
  - C. Be careful ---
    1. There is a risk of creating a wide gap between brand message and reality. Ideally, the town should demonstrate characteristics, then communicate them.
    2. The “community brand” should be a clear a consistent message that conveys what the community represents (its values and what it stands for)

**MUNICIPAL BUILDING**

815 RIVERSIDE DRIVE • NO. GROSVENORDALE, CONNECTICUT 06255

TELEPHONE (860) 923-9475 • FAX (860) 923-9897

- D. Discussion: 55+ housing not available, but we were informed that there may be a glut in the surrounding area.
  - E. Revisited “SWOT” (Strengths-Weaknesses-Opportunities-Threats) from a previous meeting. We added our website to both Weakness and Opportunities. We also added railroad to Opportunities.
  - F. Our perception of Thompson
    - 1. Rural
    - 2. Agricultural (corn maze, 12 farms)
    - 3. Old mill town
    - 4. Classic New England green
    - 5. Historic
    - 6. Speedway
    - 7. Bedroom community – 56% of workers commute to Massachusetts
    - 8. Next to Massachusetts
  - G. Why Thompson?
    - 1. What differentiates Thompson from other towns?
    - 2. What sets it apart?
    - 3. What can it offer to potential investors, tourists, and others?
    - 4. Why locate a home or business in Thompson?
    - 5. What are the residents most proud of?
  - H. Discussion about the website and its importance
  - I. Other discussions involved social media, public access, waterway access, developing Quaddick State Park, and a “cabinet” meeting of 1<sup>st</sup> Selectman and Department and Commission heads
  - J. Handouts were distributed:  
“Community Branding and Marketing” – read before next meeting
- IV. Next Meeting: Tuesday, May 23, 2017 at 6:30 pm at the Community Center.  
Start sketching out a branding plan, social media plan, zoning strategy  
NOTE: John Filchak will be attend the next P & Z meeting on April 24<sup>th</sup> to propose discussion of zoning changes along Route 12 and Route 131
- V. Adjourn – 8:10 pm

Respectfully submitted,  
Brian Yacino, Chairman, Economic Development Commission

**BRANDING MEETING ATTENDANCE -- April 17, 2017**

[illegible]