



TOWN of

THOMPSON

ECONOMIC DEVELOPMENT OFFICE

Economic Development Commission Branding Implementation Committee

Wednesday, September 2, 2020

VIA ZOOM 6:30 P.M.

RECEIVED
TOWN OF THOMPSON, CT.

2020 SEP -3 A 11: 52

Conie Waldron
TOWN CLERK

Minutes

EDC Branding 9/2/2020

Call to order 6:32

Present: Tyra Penn, Renee Waldron, Brian Loffredo, Lesley Munshower, Charlie Obert, Charlene Langlois

Motion to accept minutes of July 2020 meeting made by Charlene Langlois and seconded by Brian Loffredo. Unanimously voted.

Project/Initiative Updates:

Suffrage

- August 22nd – No More Pink Teas – Roseland Cottage-Nice event 21 participants
- Proper Ladies – September 20th – Gazebo@Riverside Park, 4 p.m.
- Susan B. Anthony by Sheryl Faye – October 8, time and location TBA

Regulations

- Planning & Zoning Commission voted to adopt
- 15- day period after publication

Rivermill

- Route 12 sidewalk design is almost complete
- Waiting to hear on the construction design
- Blain Rd/Rte 12 intersection plans approved by CONN DOT. This will be the first project on DPW's list in the spring of 2021.

Trails

- Started Turkey Trot meetings-Putnam Bank (Centerville) and Hometown Bank will be sponsoring again. Lesley reached out to Deb Spinelli about using the schools trail since West Thompson Lake is not available due to COVID-19. Part of the trail is on private land so Deb was going to talk with the landowner(s) about the Turkey Trot.
- Charlie will meet with intern on 9/9 to review the Trails Committee page on the website to see what can be added there

Train Wreck

- Project is moving along
- Tyra reached out to UCONN's design department to have this project picked up as a potential student project.
- The Drone Guy Elliot has been out to the property and done some filming with drones and also on the ground with a camera mounted to his helmet while bicycling on the trail. .

EDC Branding Strategy Implementation Committee September 2, 2020 Meeting Minutes

- Charlie spoke about the park receiving an official designation from the East Coast Greenway Alliance because of the connectivity of the trail to other trails.
- On September 30 at 7 p.m. there will be a planning meeting for the public workshop.

Wayfinding

- Project is moving along. CME is waiting on results from Sullivan & LeShane to incorporate into sign design.
- Rich Benoit forwarded to Tyra a grant opportunity for which she is going to apply for the implementation of the Wayfinding plan created by CME.

Pop Up Retail

- This is on hold for the time being.

EDC/Branding Budget

- No Update

Marketing

- First Steps: Strategic Communication Development Session complete
- We received an initial messaging, tag line, and logo draft from S&L.
- Those committee members involved in the communication session reviewed and made some suggestions for changes for logo. Those changes were implemented.
- The full committee reviewed at this meeting and came to a consensus to go back and ask S&L to give us another logo not necessary tied to the Green and Growing tag line. Renee will email them.
- Tyra is working toward making the Z-fold brochure a reality by recruiting surrounding towns to partner with Thompson and apply for a grant through Eastern Regional Tourist District.

65 Main Street

- Tyra submitted a grant for the overall project which we did not receive
- Tyra put out an RFP for reinforcing the foundation of the building and received one bid.
- The Board of Selectmen refused to open the bid. Tyra provided clarifications to them after the meeting and she plans to request that the bid be back on the agenda for the 9/15 meeting. Members will attend to support the project.

Adjourn: 8:00 p.m.