



TOWN *of*

THOMPSON

ECONOMIC DEVELOPMENT OFFICE

Economic Development Commission Branding Implementation Committee

Wednesday, October 7, 2020

VIA ZOOM 6:30 P.M.

Minutes

Call to order 6:40 p.m.

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

Motion to accept minutes of September 2, 2020 meeting made by Charlene Langlois and seconded by Charlie Obert Unanimously voted.

Review and discussion of Marketing Plan including logo, taglines, etc. Sullivan and LeShane were not on the call at this point in the meeting since we had a power loss and had to create a new meeting link.

We decided to narrow down the taglines and eliminate the two the two with trails in the line. More discussion followed regarding the two “Find your way...to Thompson” and “Find your way...in Thompson”. Our goal is to reach residents as well as folks from outside the town and neither of the two worked for both. Charlie suggested “Thompson, CT...*find your way*” and it clicked for the members of the committee. We came to the consensus that this was the one to select.

Sullivan & LeShane came on the call at this point and we begin to discuss our ideas about the logo. They are going back to the design table and incorporating our suggestions. We will hold a working group meeting before the end of next week to see what they have come up with.

Next we discussed the “Roll Out” of the brand. Included in the marketing plan was a best practices section. Chris from Sullivan and LeShane reviewed the highlights of that section with the committee.

- He suggested we conduct an inventory of the places that the brand would live
- Implement in all the places possible at the same time
- Coordinate the launch announcement
- The best practices is a framework to appropriately administer our website and social media pages.
- By following the framework we will continue the marketing campaign
- Consolidation of social media pages
- Social media should be a teaser to get folks to our website for more information
- Strategize on how to get all on board with the common brand
- Plan ahead and scheduling very important
- Have a process in place for posting
- Consistency important

Discussion about multiple social media pages came up and Lesley asked about tools or suggestions for consolidating social media pages. Chris said he would reach out to her with ideas. Lesley suggested that the Trails Committee facebook page be added to the next Trails Committee meeting to discuss the course of action for their page.

Motion by Charlie Obert and seconded by Tyra Penn to adjourn the meeting.