



TOWN of THOMPSON

ECONOMIC DEVELOPMENT OFFICE

RECEIVED
TOWN OF THOMPSON, CT.

2019 JAN -7 A 8:54

Linda Paradise
TOWN CLERK, ASST

Economic Development Commission
Branding Implementation Committee
Wednesday, January 2, 2019
Upstairs Conference Room, Town Hall - 6:30 P.M.

MINUTES

1. Call to Order by Chair Renee Waldron was at 6:32 PM.

Attendance: a quorum is present- the revised Membership numbers now apply

Members Present:
Renee Waldron
Charlene Langlois
Charles Obert Tyra
Penn-Gesek

Members Absent:
Joe Lindley
Rob Mann
Kathleen Hebert
Randy Blackmer
Roger Bosivert
Neil Patel
Brian Loffredo
Rhonda Rooney
Ken Beausoleil:
Town-Ex Officio

2. **Motion C. Obert seconded by C. Langlois to approve the minutes of December 5, 2018 carried unanimously.** T. Penn-Gesek abstained.

3. Old Business

- i. Zip code update: K. Beausoleil reported that he has sent a letter for Representative Joe Courtney regarding the use of "Thompson" with all four zip codes. .

- ii. Voting Districts update: R. Waldron contacted Selectman Steve Herbert to find out the status of a voting districts possible consolidation. He has gathered data and will try to create a ten-year forecast. It was noted that the effects, in addition to saving the expense of having so many voting places, staffed with constables, could result in bringing the community together in a central location or locations. Some of the firehouses are not ideal to serve as voting places while the Community Center/Library was designed to handle this.

- iii. P&Z regulation subcommittee meeting update: C. Langlois – the next scheduled meeting for this purpose, with NECCCOG Director John Filchak, is on January 7. The draft needs to be presented with colored inks indicating additions and deletions/modifications.

- iv. Rivermill Development Project- no new information since K. Beausoleil's update

- v. Town Hall sign update: C. Langlois reported that this temporarily on hold, pending the P&Z regulations revision including regarding signage.

MUNICIPAL BUILDING

815 RIVERSIDE DRIVE • NO. GROSVENORDALE, CONNECTICUT 06255

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

vi. Municipal Guide Book: Chair R. Waldron - coming along. It will provide a broad spectrum of information about departments, agencies and organizations, to assist residents.

vii. C. Obert has proposed that a commercial banker or other professional be invited to share information regarding what developers look for when considering available property. Some possible names have been proposed. T. Penn-Geske- this person needs to be one who will be forthright with us about what Thompson's obstacles are to landing outside investors. What could be situations which are holding back Thompson's growth? Probably an outside person may see the obstacles and will name them, which would allow EDC and Branding to move ahead by addressing those first. The Strategic Plan is not fully polished up yet; it may be the case that it is too soon to try to organize such a meeting.

viii. Brainstorm ideas for unveiling the Strategic Plan for Thompson: the "pre-meeting" for the chairs of boards, committees, commissions and concerned groups on **February 6th** is to get input from them regarding how their board would be involved in the town's re-Branding.

1). The letter signed by Brian Yacino, Chair, EDC and Ken Beausoleil, First Selectman, went out to all boards and commissions.

2). Our Father's Table has offered to provide coffee and cold beverages; the EDC has agreed to provide a snack.

3). The MC for the event, by acclimation, will be Tyra Penn-Gesek, who noted that although it requires a change in a previously scheduled obligation, it is something she wants to handle.

4.) Brian Yacino - introduce the members of the Branding Subcommittee; Ken Beausoleil - layout the vision that lead to the creation of the Branding effort. R. Waldron-review the process that lead to the Strategic Plan. C. Langlois - review "Why Branding at all?" Brian Loffredo will have a role.

5). Paper will be provided on the tables to encourage feedback.

6).R. Waldron will prepare a PowerPoint identifying the agreed-upon goals and each member of the Branding subcommittee will elaborate on one and give a status report.

7). Goals not ready for this presentation can wait such as the Marketing strategy

8). C. Obert -will handle the Outdoor Recreation Goal, which is broader than Trails, including the dam and activities there, the Speedway, golf and disc golf and others.

9). C. Langlois-The final goal to be handled will be Social Media, since it is well-along and the new Website can be displayed.

10). The Grants goal will focus on the grants currently being implemented, such as the BAR grant (\$200,000) and the work done UCONN engineering students.

11). Sequence of the Goals: Outdoor Rec and Farm-friendly, Zoning Regs update, the RT 12/131 Corridor, Grants (Current), Social media/new website.

12). Where we want to go next. Second phase - consider an Economic Development Director or Director of Marketing for Thompson.

13). Ask for feedback from attendees. The overall goal is to ask board/commission members to understand the goals and to consider how each attendee fits in to achieving these goals.

14). A slogan was agreed upon: Thompson-A Green and Growing Community which was selected to imply that the overall goal is to preserve Thompson's best features, promote the town and build it to be even stronger.

- A follow-up informal meeting will be held January 30 at 6:30 so each of the Branding presenters can co-ordinate text and polish talking points
- All 7 participants should email proposed text to each other to prevent overlap

4. New Business: none

5. Correspondence: none

6. Member Comments: if there is no Planner, let's look at utilizing CME services or a part-time person. T. Penn-Gesek- a staff person at Clark University offers a five-year program in City Planning and/or Management. This might be a resource. The individual selected may not have all of the experience or skills in an ideal new-hire, but that unique individual is not appearing in Thompson.

Next meeting date: February 6, 2019, Our Father's Table

7. Motion C. Langlois seconded by C. Obert to adjourn carried unanimously.

Meeting was adjourned by Chair R. Waldron at 7:46 PM.

Respectfully Submitted; Dorothy Durst, Recording Secretary *Dorothy Durst*

These minutes have not yet been approved by the Economic Development Commission Branding Subcommittee. Please refer to next month's meeting minutes for approval of and/or amendments to these minutes.