



TOWN *of*

THOMPSON

ECONOMIC DEVELOPMENT OFFICE

Economic Development Commission Branding Implementation Committee

Wednesday, November 9, 2020

VIA ZOOM 6:30 P.M.

Minutes

Call to order 6:33 p.m.

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

No Minutes.

Review and discussion of action steps to implement the Marketing took place. The style guide and best practices were reviewed. Renee and Lesley will work on a draft Branding campaign implementation plan based on the information presented in the Marketing Strategy.

Once the plan is developed with acceptance by EDC and Branding, we will present to the Board of Selectmen. The implementation will provide the framework for which to continue the marketing campaign.

Discussion of reducing the number of facebook pages came up again. Lesley will recommend that this item be added to the Trails Committee next meeting agenda.

The branding section of the proposed POCD was reviewed and discussed. Several edits were suggested including adding additional material from the Marketing Plan and Tyra will make them. It was also suggested that the edited version be also sent to those who took part in the branding workshop we had back in June along with the style guide. Tyra will send them an email.

“Six Months of Suffrage” has finished. Tyra will submit the final grant report to CT Humanities by the end of this month.

Tyra reported that on the call with John Gumpart that things are moving along. He asked questions regarding the new Planning & Zoning Commission. Mr. Gumpart will be in the next P & Z meeting. Tyra also reported that the First Selectman and the Assessor are working on the tax incentives for the project. She also reported that while we initially thought construction would start in 2021 that has been moved to 2022 due to the current circumstances.

Train Wreck Public participation event is tomorrow night, November 10, at 7 p.m. via zoom. It will include a presentation, live polling, and questions and answers.

A wayfinding grant request was submitted on October 30 in the approximate amount of \$167,000 for implementation. Tyra did report that after a couple of invoices due she'll encumber remaining funds toward “Charlene's” sign which will give us approximately half of the estimated cost of the sign.

Brian Santos and a colleague did another walk through of the 65 main street property and Tyra expects to have cost estimates from him very soon. She also submitted a grant for \$25,000 for construction through the State Farm Good Neighbor Grant program.

Motion to adjourn at 7:30 p.m.