



TOWN of

THOMPSON

ECONOMIC DEVELOPMENT OFFICE

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2020

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TOWN CLERK

Economic Development Commission Branding Implementation Committee

Thursday, January 9, 2020

Merrill Seney Community Room, Town Hall 6:30 P.M.

Meeting Minutes

1. Present: T. Penn, R. Waldron, C. Langlois, K. Beausoleil, C. Obert, L. Langlois, K. Durlach, D. Ostrowski, L. Munshower, E. Goldsmith, N. O'Leary, R. Blackmer, P. Provost, A. Boutough
Also: R. Morin, L. Bergeron, N. Morin, R. Fries

C. Obert made a motion to dispense with the regular business of the meeting to hear from the invited committee guests. Motion was seconded by C. Langlois. Motion passes

R. Waldron welcomed attendees and reiterated the purpose of this joint meeting was to share accomplishments in 2019 and goals and plans for 2020.

2. Committee Updates:

R. Waldron outlined the accomplishments of the branding committee-website redesign, social media, wayfinding program, community garden as well as brandings effort in citizen engagement and the partnerships that have formed between all committees, commissions, boards represented in the room. Those committees include Economic Development, Trails, Recreation, P& Z, Agriculture, Thompson Historical Society, Thompson Together, Thompson Public Library, Economic Development Commission, Thompson Business Association.

R. Waldron also informed the group that there are two current initiatives. First, Branding Committee in conjunction with town departments, committees, etc. will be hosting an "Ask Me Anything" citizen engagement event on March 4th at the Library/Community center. Secondly, the town has a Suffrage2020 committee that will be hosting 8-9 events from May to October of 2020.

T. Penn brought the group up to date on the grant funding we have collaboratively received and the work happening with the projects. She recapped the successful IOBY crowdfunding program she established for the wayfinding plan. In addition, she has been made a board member of the interim tourism board for the eastern district.

K. Durlach, chairman of the Trails Committee talked about the focus on the Airline Trail as well as other trails that need work in different parts of the town. There is still

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work that DPW will be doing on the airline trail. C. Obert mentioned the Wyndham Land Trust properties. Trails Committee is interested in producing a more professional brochure with maps of the trails which led to the discussion of a comprehensive brochure and or map. There was discussion of a map that was produced by chase which highlighted places of interest and businesses in the towns of Putnam, Woodstock, and Pomfret.

B. Goldsmith, President of Thompson Together, Inc., spoke about the success of Community day 2019 with the addition of the upcycle art show and the pop-up shop. The town-wide tag as well as community day is a partnership of Recreation and TT. Their big project for 2019-20 is the rehab of the cemeteries in town. As always, under the leadership of N. O'Leary the April cleanup is scheduled in 2020 with the addition of a nip bottle program that will probably be a partnership between several entities.

L. Munshower, Recreation Director, in addition to partnering with TT for Community Day and the Tag Sale they also partner with the April cleanup by running the 8th grade class park cleanup. Halloween Laser Light Show 2019 had a record participation of 600.

It is her suggestion of combining all the events the various groups sponsor into one "passport" instead of focusing only on the farms. Recreation is also looking into expanding the department's sponsorship opportunities.

R. Blackmer, Chair of the Agriculture Commission, concurs that expanding the passport program beyond the farms is a good idea. He suggested if we were to do a farmers' market again perhaps a change of location. Agriculture regulations with the PZ regs are going to be improved.

T. Penn suggested "More Than Just a Train Wreck" passport.

P. Provost, Thompson Historical Society, mentioned that it would be helpful to find a way around the obstacles that prevent the museum rooms at TMHS being open more often. T. Penn suggested creating a virtual tour.

Alison Boutough, Library Director, spoke about 2019 being the 25th anniversary of the library and the successful initiatives and events they had throughout the year. In

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particular, she mentioned the redesign of the children's section and the generous donation of the Ellen Larned portrait from THS to the library. A goal for 2020 would be to look into an improved sound system for the community center.

C. Langlois, TBA President, spoke about the successful debut at Community Day of the "pop-up" shop Chalet donated by D. Eddy and her vision to create a "downtown" or main street.

3. Nicholas Morin, grandson of Rene Morin, is a public relations major at West Virginia University and he did a presentation of the rebranding projects he worked on as part of his under graduate curriculum. It was very informative, was reassuring that we are on the right track, and we also got some very good ideas to incorporate into our branding of Thompson.
4. C. Obert reported on Trails races including Natchaug and RIMACONN. Richard Fries, the Natchaug organizer spoke about the successful Cyclocross race he ran in 2019 and he expects to double the number of participants for March 29, 2020. This race and other similar types of races could have a positive impact on the economic development for Thompson.

Correspondence: From J. Iamartino, THS, with a request to consider publishing a consolidated schedule of town activities with activities of other qualifying community organizations. See attached.

Adjourn

Respectfully Submitted,
R. Waldron, Acting Recording Secretary

-----Original Message-----

From: Joseph lamartino <jiamartino@charter.net>

To: marksnay <marksnay@aol.com>

Sent: Sun, Dec 15, 2019 11:16 am

Subject: Document to hand to chair of the meeting

To: Town of Thompson Branding Committee

From: The Thompson Historical Society

Date: 12/14/19

As a component of our branding strategy, please consider publishing a consolidated schedule of town activities with activities of other qualifying community organizations such as certain 501C3 groups, to include musical, benevolent/support and self help charities, trails, religious, educational, library and sports. Such a centralized info source could be funded by a minimal participant fee based on submission quantity and could be partially underwritten without editorial control by a town economic development group.

Please consider this as part of an overall improvement in community communications.

Joe lamartino

Cell: 1.603.657.6205

Sent from my iPhone. Please forgive late replies.