

Meeting Minutes of the Communications Committee

Meeting held September 28, 2017

Since the committee first started, there have been changes at town hall. We initially met and worked directly with the IT Director who is no longer employed with the town. We have a new town administrator, as well as other new and current employees who are now handling press releases and general town announcements. Because of these changes, the focus of the committee will be project based with a concentration on what will benefit the town the most.

Some ideas for initial projects include:

Marketing kit for economic development:

The Master Plan identifies areas that should be developed (i.e. Humphrey St.). We will work on a packet of what is needed to open a business in town that clearly states the steps that need to be taken, forms that need to be filled out, etc.

Welcome to the town packet

This will be a gathering of information that someone new to town can reference. It will encompass existing information (i.e. trash/recycling, lawn leaf calendar), but also pull in other areas of interest about the town. This packet can also be referenced in the marketing kit for any new business that is looking to come to the area.

We will bring these ideas to the attention of the town employees involved with communications to get their feedback and also discuss other areas of need that the committee can work on.

Respectfully submitted,

Jennifer Nisbet

Committee Chair