

Communications Sub Committee MEETING MINUTES

Approved 7/24/15

Present: Chairman R. Higgins, Members: D. Morris, E. Gallaher

Meeting opened at 7:35 am

Review and Approve April 24th Minutes

A quorum of Communication Sub-committee members are not present to approve the minutes from April 24th meeting. Most of those who attended the April 24th meeting are no longer part of WEDC or the sub-committee.

As the only remaining member who participated on 4/24/15, D Morris moved and seconded her own motion to accept the minutes 1 – 0 (probably not legal but we tried)
B Higgins and E Gallagher Abstained as they were not present at 4/24 meeting.

Discuss topics to communicate to the public and frequency of said communication

Starting in September 2015:

“Right in your back yard” - Once a month publish an article about a “business community” in town.

Use the theme **Imagine, Plan, Create and Live**

Highlight what the businesses within the community do and how they contribute to our town

Why did they select to open their business in Windham?

If appropriate tax contribution of the entire community as opposed to the singular business.

(example: tax contribution from the Plaza where Village Bean is located)

- Imagine (icon Lightbulb): Projects in Town
- Plan (icon ?): What’s going on from the Planning Board
- Create (icon hammer): Infrastructure
- Live (icon ?): Business communities listed below

Suggested “ business communities”: Imagine, Plan, Create, Live

1. Howe Glenn Plaza
2. Highlight “The Plaza” - 33 Hilltop and other businesses, Village Bean
3. Medicus
4. Route 28 – GTP Tire, Dance Impressions, etc
5. Shaws
6. Reds Tavern/Capri Pizza
7. Castle Commons - Doctors Park on Route 111
8. Windham Commons (Stove Shop)

Ed, Donna and Bob agreed to create a sample article for the next WEDC meeting

Ed – Imagine, Plan (Market Square as an example)

Bob – Create (Bob to speak with Laura about status of route 93/111 expansion)

Donna – Live (Donna to focus on Howe Glenn business community)

Agree upon best vehicles for communication; Windy Indy, Pelham-Windham News, Website, Social Media...

- Agreement that social media would be a helpful tool. We need to discuss with Laura to understand any issues with this communication approach. This social media should be restricted as one – way communication. We don't want comments...
- Whatever is published in the Windy Indy is also to be put on the town Website

Discuss other non- WEDC committee members to whom we can reach out to join Communications Sub-committee

E Gallagher suggested Michelle Farrell

Agreed to think of others who might have a flair for writing...

Market Square Overlay district – how to educate the public and get the Warrant article passed in March 2016

E Gallagher will be writing a letter to the Chairman of the Planning Board requesting a vote on Market Square Ordinance.

Schedule next meeting: Monday Evening August 24th at 7pm

Motion to adjourn: E Gallagher seconded by D Morris

Meeting adjourned at 8:55am