



WEDC Communications Subcommittee

Meeting Minutes Friday February 19, 2016 8:00am @ Community Development Conference Room

Attendees: Bob Higgins, Donna Morris

WEDC Communications Subcommittee Minutes Review and approve from January 15th.

Donna made motion to approve minutes and Bob seconded: Approved 2-0

Discuss how to “get out the vote” and encourage residents to support the Warrant Articles coming up for the March vote

- *Additional articles for publication supporting Market Square overlay district*
Donna authored a letter on behalf of the Greater Salem Chamber Board endorsing the proposed Windham Market Square Overlay District.

Donna discussed and agreed to creating an Ad to support Market Square Overlay in addition to the Chamber letter of Support.

- *How to re-purpose the video that was made explaining the Market Square Overlay District? We need to get that running on cable TV over the next few weeks.*

Bob to send link to Donna to publish on Chamber Facebook page and Website.
Bob to reach out to Cable TV to get loop of Video running through March elections.

Publish URL of 2/12/16 WEDC meeting so residents can review the section where the benefits of Market Square Overlay district:

Bob to send Donna link to WEDC meeting URL that discusses benefits of Market Square.

Discuss article to be written from the WEDC supporting the PBT Amendment Warrant Article: Bob will reach out to WEDC Chair Ed Gallagher to write an article supporting PBT Amendment Warrant Article.

Discuss content sources for upcoming WEDC articles for publication

- Village Center District: Waiting to hear back from Chris McCarthy who stated he would be interested in authoring an informational article on VCD.

- Gateway Park: Waiting to hear back from Karl Dubay who stated he would provide info for publication to update residents on Gateway Park project.

Update from Donna Morris on articles highlighting existing businesses:

- We agreed the focus until after the March Town Vote will be supporting Market Square and other new development projects.

Agree that future Communications subcommittee meetings will be held on the Friday morning following the WEDC monthly meeting.

- Agreed.

Donna motioned to adjourn. Bob seconded: 2-0 to Adjourn at 8:50am