

Windham Economic Development Committee

Strategic Planning Sub-Committee

Meeting Minutes Wednesday September 15, 2010 (DRAFT)

PRESENT: Al Letizio, Ralph Valentine
EXCUSED: Jay Yennaco, Charlie McMahon

Al and Ralph met briefly and discussed the importance of developing a message, and possibly a slogan.

We thought it would be good idea to take into account the Cost of Community Services study which the Con Com was currently undertaking, but that we would spend a little time to develop our own metric.

In terms of the survey questions, best to give the responders some facts to go along with the questions therefore the answers will be more meaningful.

The core of the message would include
effort to reduce the tax burden,
promote Windham as a destination
provide support for business and property owners

First draft of the message is
Supporting, Welcoming and Promoting development that reflects
Windham: Old values, New horizons.

Thought that posting a message with a logo and web address on signage might be a way to convey our message. Signs could be posted at 5 or 6 locations where vehicles enter the Town.

The meeting was adjourned and the next meeting has not yet been scheduled.

Respectfully Remitted,

Ralph Valentine