

Windham Economic Development Committee

Strategic Planning Sub-Committee

Meeting Minutes Tuesday August 31, 2010 (DRAFT)

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

All members agreed about the importance of the plan Strategic Plan which comes out of this committee. It will set the course of action for years to come.

As a prelude to the planning discussion, we reviewed Section III of the Committee rules: Mission Statement and Goals.

The majority of the discussion centered on developing a framework for the plan.
Essence of the discussion:

- Develop a message, brief and distinct, one that can carry the strategy through years of the initiative;
- Getting the message out: use of message centers, supplemented with charts, message boards, pamphlets, etc;
- The message must be easily understandable;
- Develop a list of message centers, the WEDC web site being a key center; a one-off might be to sponsor a booth at the upcoming Business Expo at Rockingham Park;
- Determine how and when to utilize the message centers;
- Develop a metric for measuring the impact that economic development will have on reducing the tax burden on residents, (Goal 1);
- Develop other metrics as may be needed.
- Always keep in mind the WEDC Mission Statement and Goals.

The meeting was adjourned and the next meeting is scheduled for Wednesday September 15, 2010 at 7:30 AM at the offices of A.J. Letizio on Route 111.

Respectfully Remitted,

Ralph Valentine