



OLD VALUES - NEW HORIZONS
COMMUNITY DEVELOPMENT

PO Box 120, Windham, New Hampshire 03087
(603) 432-3806 / Fax (603) 432-7362
www.WindhamNewHampshire.com

**Windham Economic Development Committee
Marketing Subcommittee
Meeting Minutes
Thursday, October 18, 2012**

Present: Chairman Al Letizio, Bruce Breton, Dianne Connolly, Jay Yennaco
Chairman Letizio opened the meeting at 8:40am.

VOTED: On motion made (J. Yennaco) and seconded (B. Breton), the subcommittee approved the minutes from the 6/26/12 meeting. 4-0-0

- The group agreed to accept the offer of a free banner from "Salem Signs" for use by the WEDC at area events.

The group agreed to focus on the content of the slides.

The following points were discussed and agreed to:

- a) Messages should include core information, much of which can be taken from previous survey results.
- b) Messages should include provocative questions that will generate conversations, allowing WEDC members to engage community members on topics of importance. (Got questions? We've got answers!)
- c) Messages should include "event appropriate" information.

Topics to generate conversations:

- a) What towns are comparable?
- b) Are our regulations preventing positive economic development in Windham?
- c) How do commercial properties benefit the tax base?
- d) Businesses have a broad and positive impact on life in Windham.

The meeting adjourned at 10:05.

APPROVED