



*OLD VALUES - NEW HORIZONS*  
**COMMUNITY DEVELOPMENT**

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

**Windham Economic Development Committee  
Marketing Subcommittee  
Meeting Minutes  
Thursday, January 31, 2013**

Present: Chairman Al Letizio, Dianne Connolly, Jay Yennaco, Bob Young

Excused: Bruce Breton

Chairman Letizio opened the meeting at 9:45am.

VOTED: On motion made (J. Yennaco) and seconded (D. Connolly), the subcommittee approved the minutes from the 1/17/13 meeting. 3-0-1 (B. Young Abstaining).

Previous: Chairman Letizio and Mr. Young discussed the letter requested for the Sunday Licenses and the subcommittee asked Mr. Young to draft same for approval by the WEDC.

Chairman Letizio suggested that the meeting focus on the specific content of the slides being developed for the upcoming town / election-day presentations. The meeting began with a general overview of work to date to bring Mr. Young up to speed.

The work of the meeting focused on specific content for each slide. The group discussed message, fact-basis for various statistics and claims, the overriding importance of using the slides to drive discussions, and the impact / message intended from the overall presentation.

All agreed that the "mission" statement would be reviewed and approved by the entire WEDC committee. The slides will be completed and presented to the WEDC by the next committee meeting.

Subcommittee members agreed to work on specific slides with Mr. Letizio taking responsibility for gathering some additional factual / financial information to be included.

The meeting adjourned at 10:50.

**APPROVED**