

Communications Sub Committee MEETING MINUTES
Approved 12/19/14

Present: Chairman C. Roberts, Members: T. Sanders, S. Gabriel

Meeting opened at 8:00am.

Chairman Roberts congratulated new members T. Sanders and S. Gabriel to the Subcommittee.

Per prior meetings notes, we discussed what was an allowable form of marketing for the committee, and what was not:

Allowed: Traditional Marketing (Newsletter, Meetings/presentations, Newspaper, Postcard/flyers, print and digital ads.)

Not Allowed: Social media

We then discussed the immediate goal of the sub committee, which was determined to introduce the WEDC to the the community and other town committees. This introduction is to aid in clarifying the overall goals of the committee, as well as get everyone on the same page moving forward.

The form of this introduction will be a postcard/flyer and will focus on one of the WEDC strategic pillars, building relatable messaging to the targeted audience. Our initial thoughts were to build a campaign with targeted messaging around:

Improving the quality of life

And /or

Promote a balanced tax representation between businesses and residents

Some key items we feel we can create a story around:

Schooling, Cultural capital, restaurants, entertainment, assisted living, walkable areas, etc

We also discussed previous set goals of the to WEDC to bring business tax responsibilities to 10%, and how that would positively affect the residents of the town.

Action Items:

1. Subcommittee is to put together an initial draft of a postcard/flyer (and Independent AD) promoting the WEDC, targeted to town residents
2. Subcommittee is to meet the first week of Jan to discuss direction of the piece, at Lynnfield Marketstreet for inspiration
3. Chairman, C. Roberts is to present the initial draft of the postcard/flyer (and Independent AD) to WEDC committee Jan 9th.

Motion to adjourn: S. Gabriel, seconded T. Sanders 3-0-0

Meeting adjourned at 9:15am