

DRAFT MINUTES

Exeter Economic Development Commission
Branding and Marketing Subcommittee

3/29/12

The subcommittee meeting was called to order by Brandon Stauber at 8:30 AM at the town offices in the Wheelwright Room. Members present were Brandon Stauber, Kathy Corson, and Len Benjamin. Guest present was Jason Brown, EEDC intern.

Discussion was started by Mr. Stauber on the topic of a slogan and thematic message to guide the work of the subcommittee. Mr. Benjamin voiced his opinion that any slogan should be concise and that he was partial to "Open for Business Since 1638." Mr. Benjamin also suggested checking to see if other municipalities or other entities nearby are already using this slogan. Mr. Brown stated that the State of Maine uses "Open for Business" on some official signs, but that was all he was aware of. Mr. Stauber stated that Sudbury, MA used something similar, but the group agreed that it was unlikely to be a problem. The discussion then moved from the slogan to the thematic message. Ms. Corson brought up that it should reflect some of the long standing institutions in the community, such as Phillips Exeter Academy and Exeter Hospital. Mr. Stauber suggested using a previously proposed message of "The Crossroads of NH's Dynamic Seacoast Economy." He stated that this would be the argument for Exeter that could then be backed up with examples once the website has been completed. The group felt that this message was consistent with the reality of Exeter's economy and business climate. Mr. Benjamin suggested that the construction of two hotels within the past five years should be highlighted within the website as well, once it is completed. Ms. Corson and Mr. Benjamin also felt that expression of the diversity of the community and diversity of the economy were important to emphasize. A motion was made to accept "Open for Business Since 1638" as the recommended slogan and "The Crossroads of NH's Dynamic Seacoast Economy" as the recommended thematic message. All members were in favor.

Ms. Corson brought up the issue of what the remaining developable commercial land in Exeter would support for business expansion. The question of whether the EEDC should focus on attracting large corporations or small business came up, which is pending more information on developable commercial land in the town and the ability of the town to expand its water/sewer network.

The discussion then shifted to the proposed leave-behind postcards for outreach meetings and the draft handout for the Exeter Area Chamber of Commerce forum in May. Several changes were proposed by the members, including both content and cosmetic changes. Mr. Brown was asked to make the revisions and bring the updated documents to the next meeting.

Mr. Stauber then brought up the idea for an EEDC town email address, which both Ms. Corson and Mr. Benjamin felt was appropriate for the commission. Mr. Brown will look into this.

The next proposed meeting date is April 5th, 8:30 AM.

With no further business or announcements the meeting was adjourned at 10:05 AM.

Respectfully submitted,

Jason Brown
Exeter Economic Development Commission Intern