

Approved Minutes

Exeter Economic Development Commission
Branding and Marketing Subcommittee

9/6/12

The subcommittee meeting was called to order by Brandon Stauber at 1:03 PM at the town offices in the Wheelwright Room. Members present were Brandon Stauber, Len Benjamin, and Kathy Corson. Guest present was Betsy Bilharz, EEDC intern.

The first item of discussion involved the business testimonial portion of the town website. The subcommittee had previously agreed that these success stories would be best displayed in a rotating banner format on the landing page. Mary Joy Gasdia from aHa consulting suggested a few options. The subcommittee agreed that the example provided by the animal shelter department of Great Falls, MT, an "additional promotable area," would best fit the vision. It was determined that the subcommittee will recommend the appropriation of funds for this format change to the full commission on the September 11th meeting.

The next item of discussion focused on language and content of the landing page. Ms. Corson recommended some basic changes in wording. Mr. Stauber and Mr. Benjamin reviewed and modified these suggested changes. Next, Ms. Corson suggested the elimination of the numeric "steps" laid out in the "getting started" section. Mr. Stauber agreed that the steps should be condensed into a paragraph or two. Ms. Corson recommended a large colorful map to display the different commercial zones of the town. This map will lead to the allowable uses.

It was determined that the next meeting will be decided at the September 11th meeting of the EDC.

With no further business or announcements the meeting was adjourned at 2 PM.

Respectfully submitted,

Betsy Bilharz
Exeter Economic Development Commission Intern