

Town of Winchester - City of Winsted
ECONOMIC DEVELOPMENT COMMISSION
SPECIAL MEETING
MINUTES

Wednesday, April 20, 2022, 7:00 PM

The Blue Room

COMMISSION

Dennis Dressel, Chairman

Deweese Yeager, Vice Chairman

Jessica Tessman, Secretary

Gary Giordano, Treasurer

Alan Colavecchio

Jill Fourie

Kevin O'Connell

Jim Welton, Alternate

David Sartirana, Alternate

Shayne Deschamps, Alternate

Joshua Kelly, Town Manager

Jack Bourque, BOS Liaison

Linda Groppo, BOS Liaison

Ted Shafer, Director of Economic Development

1. Introduction to Marketing Plan Process – Meeting called to order at 7:08pm. Attending meeting: EDC commissioner Alan Colavecchio, Joseph Santoro, Tyler Tucker and Director of Economic Development Ted Shafer.

Ted & Alan discussed goals of a recently created EDC marketing subcommittee. Subcommittee members are Alan Colavecchio, Jill Fourie, Shayne Dechamps and Town Staff Ted Shafer. Tonight, April 20th is the last of the scheduled EDC marketing “kick off” meetings to introduce the initiative and answer any questions about the marketing plan process.

2. The Process of Creating a Marketing Plan for the Town of Winchester - Ted & Alan discussed the purpose of these April 2022 these initial “kick off” meetings and proposed May/June focus groups & open surveys to gather feedback, Questions were answered. Attendees gave their thoughts and shared comments from constituents they had spoken to: on social media effectiveness, younger demographic residing in town, historical/current town image, taxation, business retention, business recruitment (who do we want to market to) transportation/traffic/parking, workforce recruitment, housing, quality of life in Winchester, visitors experience and Town future outlook.
3. The Marketing Plan - Ted & Alan outlined further subcommittee marketing plan activities: summarizing the feedback, identify business prospects/target sectors, create brand/theme, identify publicity/marketing channels, budget plan, create/identify timetable, scheduling a coordinated campaign and managing/monitoring the campaign.
4. Adjourn. Meeting adjourned at 8:01pm.