

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

Wednesday, April 13, 2022, 7:00 PM

The Blue Room

COMMISSION

Dennis Dressel, Chairman

Dewees 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 7:05pm. Attending meeting: EDC Chairman Dennis Dressel, Selectman Steven Sedlack, Selectman Linda Groppo, EDC commissioner Alan Colavecchio, EDC commissioner Jim Welton, EDC commissioner Dewey Yeager 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 13th is the second of three scheduled EDC marketing “kick off” meetings to introduce the initiative and answer any questions about the marketing plan process. The final kick off meeting is scheduled for Wednesday April 20, 2022.

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 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 8:07pm.

