MINUTES

Pomfret EPDC

10/13/2020

PRESENT: Louisa Jones, Mary Collins Vice Chair, John Folsom, Walter Hinchman, Maureen Nicholson, Charlie Tracy Chairman

Call to Order: 8:10AM

New Business:

EPDC working with Pomfret Proprietors.

Louisa spoke to joining efforts between Pomfret EPDC and Pomfret Proprietors. Mary Collins has joined Pomfret Proprietors and is working with both groups. The discussion took place to shift Pomfret Proprietors fund raising efforts away from primarily charitable deeds to modify the focus to promoting local businesses.

From Branding Study to Marketing Plan.

Everyone agreed that the Branding Study was well received, but it’s time to turn that study into a marketing plan for our community. This could be achieved, in part, by:

Expanding our social media reach. Always a great idea, but it lacks funding and someone to focus on content.

Analyzing local businesses to determine which businesses would benefit from our business outreach efforts.

Reach out to other local and regional associations, Ex. Last Green Valley, State Dept. of Tourism, Airline Trail, Audubon Society, etc…

Develop a LOGO for Pomfret

Discussion of expanding relationship with surrounding towns to promote our area.

Now that we’ve past a busy summer and early fall, we can move forward in discussions with other communities.

Adjournment: 9:10AM