

Notes from - 11/13/2014 Communication Group Meeting (Envision Barrington)

Meeting held at: Horseshoes Plus, Inc. 8 Oakhill Road, Barrington; 6-7:30 PM

Attendees:

- Jackie Cilley
- Steve Diamond
- Dawn Hatch
- Paul Mausteller
- Marsha Gasses
- Jacki Saunders

Overview of the slides presented:

1. We had a guest speaker this meeting. Cynthia Harrington from NH Department of Resources and Economic Development (DRED) came to speak to us about her expertise in communications strategies that attract business interest in town. She was recommended to us by others who have heard her speak and thought we might be interested to learn about the type of information that would be useful on a town website, thus giving us some direction to help the town website be better structured.

2. Cynthia presented how towns retain businesses by creating long term relationships with their businesses. They prominently highlight the businesses on their websites. Towns market to businesses. She noted that NH's strength is tourism and manufacturing. In particular the top industries that DED is targeting is in the high technology areas like Aerospace/Defense, Biotechnology and Medical Device Industries, and High Tech Manufacturing. She also noted that Barrington is in the middle of a high tech growth area.

3. Other aspects to attract and retain businesses is to show on your website the quality of life areas. Changing pictures to capture the town beauty, quality of living are beneficial. It is also positive to note how close our town is in proximity to higher educational facilities and hospitals.

4. She detailed areas on a town website that would improve navigation and described ways to make the information on the site easier to find and use. She presented numerous town websites that won awards and that showcase how a good town website functions.

Other Business: None to report

Team Members:

- Jackie Cilley
- Steve Diamond
- Susan Frankel

- Dawn Hatch
- Paul Mausteller
- David Mincin
- Jacki Saunders

Team Mail list:

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pmausteller@metrocast.net, davemincin@hotmail.com, jcsaund@att.net

Next Meeting:

Thursday, December 4, 2014, 6:00PM, at 8 Oakhill Road, located across from Congregational Church. This is Jacki Cilley's home. If her husband meets you at the door, just tell him you're with her Envision Barrington working group. This is a brown bag meeting, bring your own dinner.

NOTE: The next agenda should include the next meeting date, time and location. The Agenda and the Meeting minutes should be sent to "Barbara Irvine landuse@metrocast.net"; and a copy to barrplan@metrocast.net (marsha).