

MANCHESTER DOWNTOWN DEVELOPMENT AUTHORITY

June 25, 2014

7:30 PM

Approved Minutes

The meeting was called to order at 7:40 followed by the Pledge of Allegiance.

Members in attendance: Susan Fielder, Jody Flowers, Aaron LaRock, Julie Marvin-Manders, Karl Racenis, Russell Rhoton, and Pat Vaillencourt. Ron Milkey arrived following the Chicken Broil Meeting. Ray Berg was unable to attend.

Approval of Agenda: Moved by Rhoton, supported by Vaillencourt to approve the agenda. Motion carried.

Approval of Minutes: Vaillencourt moved, Marvin-Manders supported the motion to approve the minutes as ammended. Motion carried.

Public Participation: Karin Asplund, CCI Greenhart, didn't have pre-comments, but will join in discussion as topics are addressed. Public participation was closed.

Old Business

1) Update of CTAP committees

- Destination Community Brand Strategy and Identity:
Flowers shared sample logos from M-Live. Committee members were less than impressed, even though using the same vender for the branding and the web page design might save money. Flowers had met with Brenda Queen earlier and hoped she would reconsider submitting a proposal. LaRock reported that the cost of the web page is expected to be less than originally allocated. He confirmed that remaining grant money could be used for impressions, and along with Chamber resources would be sufficient for the web page. Thus leaving the original \$1000 for the logo as planned. Vaillencourt moved, supported by LaRock, for Flowers to approach Ms. Queen again. It is our understanding that if she participated in the bid process, her submissions could be available within two weeks. It was also decided that if Ms. Queen doesn't participate, that Flowers would contact other options including David Allen or other out of town vendors.
- Dedicated Destination/Community Website:
LaRock has been meeting with M-Live and is recommending a 5-page website. The colors would include maroon and gold and be a HTML5 compatible design. 1st page: rotating photographs, 2nd page: calendar of

upcoming events, 3rd page: spring summer event promotion, 4th page, fall winter event promotion, page 5: More about Manchester. Vaillencourt asked about receipt of the invoice, in order to meet grant expectations.

- Update and reprint tour brochures:
- Improve community way-finding and event signage:

Reports:

Chairman: Delayed

Administration: Delayed

Next meeting: July 23, 7:30 pm

Adjournment: Moved by Milkey, seconded by Marvin-Manders. Meeting adjourned at 8:30 pm.

Respectfully submitted,

Susan Fielder, Int. Secretary and Treasurer