

Citizens for a Vibrant Economy  
**Region Identity Action Team**

March 30, 2016

Location: Indian Stream Health Center - Colebrook

5:00 pm to 7:00 pm

**Attendees:**

1. Bob Baker	<a href="mailto:abobbaker@aol.com">abobbaker@aol.com</a>	Alan Robert Baker	Summit
2. Cathy Conway	<a href="mailto:cconway@ncic.org">cconway@ncic.org</a>	NCIC	Summit
3. Jonathan W. Brown	<a href="mailto:brown@indianstream.org">brown@indianstream.org</a>	Indian Stream Health Center	Summit
4. Corrine Rober	<a href="mailto:bearrockadventures@gmail.com">bearrockadventures@gmail.com</a>	Bear Rock Adventures	Summit
5. Jamie Sayen	<a href="mailto:jrcs.triton@gmail.com">jrcs.triton@gmail.com</a>	NCCOC	Summit
6. Francine Rancourt	<a href="mailto:Francinerancourt1@gmail.com">Francinerancourt1@gmail.com</a>	RE/MAX Northern Edge Realty	Summit
7. Dana Bartlett	<a href="mailto:mohawkfalls@gmail.com">mohawkfalls@gmail.com</a>	Mohawk Falls	Summit
8. Beverly White	<a href="mailto:marketplaceandsalvage@yahoo.com">marketplaceandsalvage@yahoo.com</a>	North Country Marketplace & Salvage	Summit
9. Britni White	<a href="mailto:info@chamberofthenorthcountry.com">info@chamberofthenorthcountry.com</a>	North Country Chamber of Commerce	Summit
10. Julie Moran	<a href="mailto:Jmconnect777@gmail.com">Jmconnect777@gmail.com</a>	North Country Farmer's Coop	Summit
11. Haze Smith	<a href="mailto:hazethebuilder@gmail.com">hazethebuilder@gmail.com</a>	Pride Builders, LLC	Summit
12. Gail Fisher	<a href="mailto:snomtn@together.net">snomtn@together.net</a>	ISHC board	Summit
13. Greg Lamm	<a href="mailto:Gregory.C.Lamm@indianstream.org">Gregory.C.Lamm@indianstream.org</a>	ISHC	
14. Jessica Remillard	<a href="mailto:jremillard@indianstream.org">jremillard@indianstream.org</a>	ISHC	
15. Graham Rae	<a href="mailto:grae@indianstream.org">grae@indianstream.org</a>	ISHC	
16. Karl Stone	<a href="mailto:kstone@ncic.org">kstone@ncic.org</a>	NCIC	
17. Brendan Prusik	<a href="mailto:Brendan.prusik@unh.edu">Brendan.prusik@unh.edu</a>	UNH	Facilitator

**Other Distribution**

1. Maura Adams	<a href="mailto:madams@northernforest.org">madams@northernforest.org</a>	Northern Forest Center	Summit
2. Linda White	<a href="mailto:jwnumber1soxfan@live.com">jwnumber1soxfan@live.com</a>	Parsons Street	Summit
3. Stuart Sinclair Weeks	<a href="mailto:stuartbweeks@gmail.com">stuartbweeks@gmail.com</a>	N/A	Summit
4. Kitty Kerner	<a href="mailto:info@wintergreensap.com">info@wintergreensap.com</a>	WinterGreens Farm	Summit
5.			
6.			
7.			

## 1. Examples of other “branded” communities:

Hardwick: local food  
foodie restaurants  
wellness

Tamworth: consistent message: wrapping paper example

Cabot:

Kittery, Me:

Littleton:

## 2. Defining Our Local Identity:

What differentiates this Region? (Regardless of the Balsams) aka “what you believe”

Rejuvenation

“Renewal”

“Simply North”

Slow pace (Backward)

Clean environment/air

“We’re good for you”

“There’s magic here”

Sense of neighbor/community (Beauty of the people)

People live here for Quality of life

Vistas, views, aesthetic appreciation

Lack of crowds, traffic – solitude

Dark skies

Access to trails of multiple types

Rural life

Wild/open land

Perceived quality of life

Unique history/culture - Indian Stream Republic

We believe we can make a difference

Much discussion about the tension between ED/Branding and components of sincere Identity. It is necessary to maintain balance between these.

### 3. Others to be on this team:

Representation from Lopstick lodge and/or Tall Timber lodge. Corrine Rober will approach them.

### 4. **Stakeholders** to interview and/or include in the discussion without necessarily being team members (already a big group)

Balsams

Ramblewood

Large employers

school

hospital

Manufacturing

Kehops

Prepco

Bengston Tool & Dye

VR Concrete

D & E Screw

Service

Brian LaPerle

### 5. Resources

Gloria Bruce

Select board Members

Balsams

## 6. Sources of Data to Define Brand – and who will research

NCCOC Survey	Britini White
Colebrook Master Plan	Francine Rancourt
Other Towns Master Plans	
User Groups (OHRV)	
NH GRAND data for branding (perhaps unsuccessful)	Karl Stone
The State efforts	
NCC – Economic Plan	Julie Moran
Canaan Heart & Soul	Haze Smith
Public Health Consortium – Health Related Data	Jon Brown
Carcey	Cathy Conway

## 7. Projects

Define the brand – resources, food, clean, not N.J.

Combine efforts with adjacent states. Motorcyclists can do “6 States in a Day”

Marketing to attract others; beyond tourists “the whole economic package”

Teach ambassadors (everyone!)

Zoning

## 8. Action Items

Dana will present on 4/7

Jon will reconvene group – select a date in about 1 month or less

Recruit Pittsburg Lodges – Corrine Rober (#3 above)

Mention casually to others

Research (#6 above)