

Citizens for a Vibrant Economy
Region Identity Action Team
May 4, 2016
5:00 pm-7:00 pm

Present: Brendan Prusik, Britni White, Dana Bartlett, Jamie Sayen, Beverly White, Jonathan Brown, Lori Morann, Monique Petrofsky, Sharon Cleveland, Graham Rae, and Haze Smith.

1. Introductions
2. Review Agenda
3. Review and Discuss Minutes from March 30, 2016 meeting
 - a. Need for contact list to be updated: Britni will revise and redistribute
 - b. Britni will reach out to Corrine regarding her outreach efforts
 - c. Consider inviting Gloria Bruce to participate due to her experience in branding
 - d. Discussion regarding process: function of brand-visions of brand
4. Research Review
 - a. Britni presented three survey results:
 - i. UNH Cooperative Extension Report November 2015: 30 individuals interviewed and asked what they most valued about the Great North Woods Region and what make this region unique. The responses indicated themes regarding natural environment, people, and sense of community. The uniqueness lies in our natural beauty, people, outdoor recreation, proximity to Canada, protected land, and quality of life.
 - ii. NCCOC Spring 2016 Visitor Questionnaire: 90 responses to the questions of what is the primary reason for your visit and what local services or activities did you utilize while visiting. The results emphasized entertainment/pleasure, outdoor recreation, sightseeing, events/fairs/festivals, wildlife watching, and scenic drives.
 - iii. NCCOC Industry Questionnaire: local businesses asked what are the most demanded products and services by visitors. Responses included food, lodging, recreation/outdoors, services (cell, internet, gas, safety, etc.), and shopping.
5. Process Direction
 - a. After lengthy discussion on various topics including branding purpose and process, economic development, and regional identity, the team moved forward with unanimously agreeing on the branding “concept” that Dana presented as defined at the Summit.

“Our region is made up of several distinctly different communities, of neighborly people who are proud of their heritage and have a deep appreciation of the natural beauty of their surrounding landscape and the healthy lifestyles it provides.”

The team agreed to begin documenting some of the action items that may support this branding concept.

Action Items/Regional Projects

- Research and promote heritage and history
- Develop Welcome Wagon
- Promote Natural History
- Engage school and education systems: promote vision and brand preK-12: public and private
- Address “leakage” as it was defined at the Summit
- Partner with folks to develop farm-to-table and similar like concepts: explore entrepreneurial workshops and incubator opportunities
- Enhance community wellness: physical, mental, emotional and spiritual
- Develop low-carbon, low-impact energy
- Protect and enhance natural resources
- Develop projects that make downtowns more vibrant: improvements and activities: consider this in all regions’ towns
- Clarify and develop brand

6. Meetings

- a. The group will move to bi-weekly meetings
- b. Jonathan Brown will convene the meetings
- c. The team established a minimum participation of seven (7) for the meetings: virtual meeting participation is feasible and accessible
- d. Britni has agreed to be the official meeting minute taker
- e. Dana has agreed to be the official leader of the team

7. Homework and Goals for Next Meeting

- a. The group was tasked with reviewing the action list and prioritizing. Consider an impact/feasibility matrix. Group agreed that taking a systematic approach to the action list would be most effective.

Meeting adjourned at 7:00 pm.

Respectfully submitted: Sharon Cleveland