

Regional Identity Action Group

5/19/16 Meeting Minutes

5-7 p.m. at the Colebrook Country Club

Present: Brendan Prusik, Bev White, Britni White, Jonathon Brown, Kirsten Silfvenius, Dana Bartlett, Francine Rancourt.

- 1) A quorum of 7 committee members was not established so minutes are to be ratified at the next meeting.
- 2) Background information was provided to Kirsten as she is new to the group. Discussed the process and purpose of this group. It was clear that there were two paths this group could go in: either bring in an expert to help develop our brand or start working on some of the action projects identified in the previous meeting to help develop the brand.
- 3) Group voted in favor of hiring a marketing consultant to help us define a brand for the North Country, and then to do the action projects afterwards. Indian Stream Health Center committed to fund up to \$ [REDACTED] of this cost. Gloria Bruce was identified as a possible consultant to work with. Brendan offered to reach out to Molly Donovan of UNH Cooperative Ext. and Ben Amsden of USDA to discuss the options for going down this path, including funding sources.
- 4) Goals to address with marketing consultant:
 - a. Help develop a brand for the North Country by utilizing research/interviews done by the Citizens for a Vibrant Economy, report developed by UNH Coop. Ext. from the Summit on the Economy and reviewing meeting minutes from action groups.
 - i. Develop an asset inventory from those resources.
 - b. Include larger community in developing a brand, by way of surveys or other mechanism so they have a way of providing input.
 - c. Help to develop a brand that has longevity—forward thinking for the future.
 - d. Build a dynamic brand that attracts & lasts, with community & visitor “buy in”.
 - e. Reduce brand confusion—Great North Woods, Northeast Kingdom, North Country, NH Grand, Grand North, etc.
 - f. Look to other communities to see how they built their brand. Don’t reinvent the wheel.
 - g. Address tensions in the action group, to find a path forward that is agreeable to all.
 - h. Advise on how to use the brand after it is developed (implementation & vision for action).
 - i. Development of a logo and marketing materials may be a part of the services that the consultant can provide, or others may be contracted to do this once a shared vision is agreed upon.
- 5) Bev mentioned the upcoming June 22, Farm to School meeting about Colebrook and SAU 7 becoming a Beacon “community” for farm to school efforts. Contact her if you’d like to attend. She felt this tied into the community wellness vision that was a common thread in brainstorm.
- 6) Meeting was adjourned at 6:15. Dana will continue as group leader, Brendan as facilitator, Britni as note taker, Jon/Billie as meeting scheduler. Schedule next meeting after we hear back from Brendan, as next steps are dependent on results of his conversations.