

Vision 20/20 Meeting
3/26/2018
5pm

Call to order 5:05

Members present:

Ed Levasseur, Nancie Cameron, Shauna Sanders, Jenne Holmes, Jamison Small, Lindsey Gagnon, Mayor Hilliard

No meeting minutes to approve as the February meeting was cancelled due to snow

Agenda Items:

2018 Priorities:

Reviewed copy of Council Presentation of 20/20 from last year

Summed up the matrix with no major changes, waiting for some department heads to review and comment on pending goals outstanding and just need to update the matrix as completed

Marketing Strategies for upcoming two years:

Using talent within the community to promote our City ie:

Channel 22, CTC center broadcasting program, marketing program

Robin in Economic Development reaching out to schools to help with this task

Painting empty store fronts from the local students at the schools

Channel 22 /95 broadcasting a video all about Somersworth and what we offer, accomplished within our ten square miles being on the move

Educating people about our successes

Engaging outside groups looking for projects within the City helps promote us as a whole

Spirit of promotion, promoting our 10 sq miles, community buy in to our group

this area was a lengthy discussion and feel we accomplished quite abit in this area and how to tap our resources within the city

We have a fall timeline for the store front artist work and videos for promoting Somersworth

We have a sunset date of 1/2020 but discussion about extending it to 1/2021 to celebrate our accomplishments over the past ten years and providing a succession plan for the next ten to 2030

We will provide an annual update to Council in either July or August as to where we stand and where we will as a group close out our goals and move forward for the next ten into 2030

Shauna excused at 6:01

After small debate felt we discussed a lot in this meeting and decided to adjourn

Jenne Holmes motion 6:02 second Lyndsey Gagnon

Adjourned next meeting date April 9th 5pm Executive Conference room

Respectfully submitted:

Nancie Cameron