



## REGIONAL COVID-19 ECONOMIC DEVELOPMENT RECOVERY PLAN

### MEETING MINUTES 2/15/22

Steering Committee Meeting #7

Meeting Attendees: Julie Glosner, Lincoln Daley, Steve Michon, Jennifer Kimball, Karon Walker, Lincoln Daley, Theresa Pinto, Tim Thompson, Wendy Hunt, Allison McLean, Liz Callabria, Jay Minkarah, Camille Pattison, Caleb Cheng and Ryan Friedman.

#### **1. New Project Name and Branding**

Camille highlighted the project name, logo and branding for the new website, developed by Kelly Creative. NRPC's economic development efforts will be rebranded to Spark: Igniting Economic Development. The new logo, colors and branding will be incorporated into our website and across all the marketing materials.

#### **2. New Project Website**

Ryan gave an overview of the new microsite template developed by Revise. These are draft templates and Revise is moving forward on the migration of content from the current site to the new site. Lincoln Daley asked if we could include drone imagery in the new website. Camille will check into it. Theresa Pinto asked if the calendar of events would automatically pull feeds from other websites. The new site does not currently have this capability. Camille showed an example of a layout for testimonials on a different website. The new site will have section of business testimonials that we hope to add to in the future.

#### **3. Overview of the Draft Plan**

Camille highlighted the key components of the draft plan: Acknowledgements, Demographic and Economic Snapshot, Summaries and Trends of Industry Standards, Public Input, Opportunity Sites, Future of the Economy in the Region and Recommendations.

The final version of the plan will be posted prominently on the new project website. The recommendations are included in the plan and will also be available as a separate document on the website.

#### **4. Marketing for the Region**

Ryan and Camille reviewed the draft flipbook designed to market the region. NRPC has been working with Kelly Creative to develop this key marketing piece for the region. It will primarily live on the Spark website, with limited hard copies available. With a clean modern look, the flipbook is in draft form and will include four testimonials of business owners. It was noted that the testimonials should be supported by more relevant photos in the layout.

#### **5. Ideas for Future Business Spotlights**

NRPC is looking for businesses in the region to highlight on the project page and via social media. Specifically businesses that can tell their story of why this region is a good place to have a business and examples of challenges they overcame. Jennifer Kimball, REDC, noted they had a very robust website with featured clients and will follow up with us. Karen Walker suggested highlighting NGOS / non-



profits who have been active in this space as well. The REDC also connects people to resources such as the New American Loan Fund, this information may be useful to add to the site.

## **6. Next Steps**

NRPC staff will organize a Zoom meeting to introduce the new Spark: Igniting Economic Development website once it is live. This show and tell type event, would be an opportunity to expand the net wider and include additional groups, such as the NRPC Commissioners as well as survey and business participants. This will happen in the Spring.

## **7. Thank you**

Camille thanked all the Steering Committee members for their assistance in the project, noting it was a critical component to the work efforts and products completed to date.

### **Feel free to reach out with comments and concerns:**

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