



11/14/2017

Economic Development Meeting

5:00 – 6:00 pm, Town Office

Attendees: Cody McEwen, Joe Clark, Jessica Masse, Susan D’alassandro, Lucy Van Hook, Dan Nelson

Current initiatives – Economic Development, Communication and Marketing

1. Build web form and to promote and facilitate 2017 Town of Millinocket survey on the Town of Millinocket website and Facebook page (Designlab).
 - Determine drop off points for the paper copy of the survey (Cody M.)
 - Sponsor for a raffle prize as an incentive for those that enter the survey (Cody M.)
 - Modify survey to reflect committee discussion (Cody M.)
2. Increase “Stay in the loop” communication emails. Designlab will be sending out monthly updates and Agenda notices. (Designlab working with the town office)
3. Develop historical series for the Facebook page and website in partnership with the historical society. Add Millinocket Memorial Library Story Booth to the historical section and promote through Facebook. (Designlab, MML, Charlie Pray, Historical Society)
4. Develop a marketing plan for FY19, in coordination with the Economic Development committee. (Designlab and full committee)
 - We have the SWAT analysis

- We have the preliminary report from the George Mitchell Center for Sustainable Development
 - We have key metrics for the town
 - We have basic marketing assets in place (logo, web, social media)
 - Set goals and priorities based on research, survey, and work on a plan to get there
5. Promote Millinocket Marathon and Half (Designlab)
- Initial press release has been sent
 - Media relations plan for the event
6. Continue to build out sections of the website including Police page, and Committees and Boards for better communication with the public (Designlab)
- a. Areas of improvement: public notices that go in the paper should be on the website as well
 - b. Update of the Code book. It needs to be indexed and searchable. The Town Charter needs to be separated from the Code Book and posted as a stand alone document. (Cody M. will look into how this can be done)
7. Begin looking for grants to fund marketing plan.