

Meeting Minutes from December 4, 2014

PRESENT:

Carmen Gumina, John Cahill, Bill Horeth, Tim Mason, Matt Chatfield, and Ginny Nacy

Matt Chatfield welcomed everyone to the meeting.

Subcommittee Review: Matt Chatfield provided an overview of demographic information and a community economic assessment of the Webster. The group discussed ways to inform the public on the central theme of WCCED (Retention, Recruitment, Relationships and Resources) and the impact that the Coalition actually has on the public.

It was reiterated that there is a need to promote and educate the public about WCCED and perhaps the name of the organization should be rebranded or changed. Social media was also discussed as an important tool for the marketing and promotion of both the community and organization. The consistency of branding the WCCED message and organization was also recognized as important. The goal is to reach those particular groups: Residence, Businesses, and Potential Businesses and let them know WCCED is part of an information resource in building a successful community.

Could there be a personality associated with this organization to help get our message out there?

Also, discussion was had on the expansion of the Board's membership and potentially the creation of a small subset of subcommittees (2 or 3) focused on the talents and passion of individual board members.

There was consensus around the table that a rename of the organization should be explored to improve community awareness and recognition.

The next subcommittee meeting will be in January and the actual date will be known at a later time.

Meeting Adjourned: Carmen Gumina adjourned the meeting at 8:43 a.m.

Next Meeting: Thursday, January 8, 2015 – 7:30 A.M. / Webster Chamber Offices

Respectfully submitted,



Secretary, WCCED
JC/ja