

BRANDING COMMITTEE MEETING MINUTES, MONDAY, FEB. 28

Bad weather kept some away from the meeting, which was transferred from the town office to the Shadagee common room. Present were Dick Matthews, Larry Pinkham, Dick Stovall, and Matt Sharp.

Newsletter: There was discussion about publication of the *Vitalizer* – a project suggested to the Branding Committee by the Steering Committee. Currently, the newsletter is being sent to about 80 people by E-mail and 100 paper copies are being circulated around town. Copies are also being sent to our state representative and senator, to The Greater Franklin Development Corporation, the Franklin County Chamber of Commerce, and other such organizations

The intent is to publish the newsletter every two weeks – at least for a while. Dick Stovall is providing printing services free of charge. At some point, however, we may have to raise money to sustain printing costs.

People receiving *The Phillips Area Vitalizer* are encouraged to pass it along and to seek other e-mail subscribers. Send requests to dick@aninnkeepersjournal.com, or call 639-2630.

Business Brochure: The creation of a business brochure for the Phillips area was discussed. It was the general feeling, however, that while such a brochure – designed to help bring businesses to Phillips – is an idea worth pursuing, detailed planning for such a project is premature.

The “Welcome to the Phillips Area” brochure produced by the fifth grade at Phillips Elementary, was discussed. It is, as far as anyone knew, still available and being circulated.

Getting Involved: Members discussed greater involvement with various county-based tourism and economic initiatives in Franklin County. As much as possible, this should be encouraged. To that end, Dick Matthews and Dick Stovall (and perhaps Lloyd Griscom, who was not present) will attend a branding conference in Farmington on March 23. For anyone interested:

Branding Presentation, Franklin Memorial Hospital, Bass Room, Wednesday March 23, 7:30 to 9:30 a.m. A light breakfast will be served. All are welcome.

Student Essay Contest: Dick Matthews reported that he and Paula Roy are currently working on a student essay “contest” based on the theme, “Why I Like Phillips.” Paula is discussing the project with school staff and it would presumably be open to students K thru 8. Greg Davis, editor of the *Franklin Journal* has agreed to publish excerpts in the newspaper. Those excerpts would be chosen by a panel of school members and representatives from the Downtown Revitalization group.

Other Business: Matt Sharp reported a bluegrass band will perform during the second annual Phillips Rail Fair set for October 8. He also noted interest among train buffs and model vendors is running high for this second rail fair and said more space will be needed for expanded displays.

Matt also suggested that in future Phillips might wish to host a dollhouse fair.

Next Meeting: Monday, April 4, 6 p.m., at the Shadagee Common Room.