

Newtown Community Center Committee

November 28, 2018 6:30 pm Town Hall South Special meeting

THESE MINUTES ARE SUBJECT TO APPROVAL BY THE COMMUNITY CENTER COMMITTEE

Ms Walsh called the meeting to order at 6:40.

Present –Nancy Doniger, Kinga Walsh, Doria Linnetz , Jeff Tousignant, Brian Hartgraves, , Bill Manfredonia

Absent Fred Taylor, Cheyenne Wirtz, Bill Buchler

Also Present – Matthew Ariniello and JB Designs representatives Jay and Greg

Jay and Greg from JB Designs presented their preliminary plan for marketing the Community Center.

There was extensive discussion on branding, targeted groups, timing of the marketing roll out, temporary website to be used during construction of the new website. There was discussion on consistency of the key message, and complementing the competition's programs instead of duplicating them.

Tagline option:

Centered around you.

Centered around us.

Centered around all of us.

Tagline needs to be designed. We need to eliminate the period. A suggestion was made to use an exclamation point instead.

Website:

Address for the website is being researched. Plan is for a temporary website for the beginning of the year while official website is being constructed. This will have all the information on the Community Center and other programs. This will lead into the sale of memberships and print material planned for March.

Discussion on terminology used in print:

Resident and non resident vs community members; Newtown and neighboring towns

Wheelchair vs handicapped accessible

Images:

Families need more diversity in activities. Art – music, pool spray bay – handicapped access – no soccer – younger generation water aerobics - enjoying snacks from café – kids birthday parties – no gym equipment

Mr Hartgraves moved to adjourn with Ms Linnetz 2nd the motion. Approved

Meeting adjourned 7:38 pm

Respectfully Submitted,

LeReine Frampton, clerk