

MINUTES  
ECONOMIC DEVELOPMENT COMMISSION  
WEB PAGE SUBCOMMITTEE SPECIAL MEETING  
MARCH 23, 2012 - 10:00 A.M.  
GROTON TOWN HALL ANNEX, 134 GROTON LONG POINT ROAD  
CONFERENCE ROOM 1

I. ROLL CALL

Present: Susan Dowling, George Mathanool and Bill Smith  
Staff: Eric Beeson, Brian Hancock, Barbara Strother  
Other: Robert Frink (Citizen)

II. ITEMS OF BUSINESS

Discussion of Town Web Page

The web page subcommittee reviewed the most recent revisions made by the Town's IT team towards the development of a refreshed economic development website. Key discussion points included the appropriate usage of compelling images, site navigation and content. The team provided numerous recommendations and modifications were made in real time. The IT team continues to make good progress and is on track to help deliver an operational website no later than the target date of June 1, 2012.

Specific set of activities were delineated, the responsible person(s) identified and the due dates specified. Key activities include:

--Source suitable photos of EB and Pfizer	Barbara Strother
--Source suitable photos of the Naval Base and tourism	Bill Smith
--Aggregate photos and make final photo choices	Susan Downing
--Identify key news stories for ED home page	Barbara Strother
--Identify "spotlight" business, engage participation & write news story	George Mathanool
--Finalize content for Living in Groton section	Bob Frink
--Draft content for Moving to Groton and Working in Groton	Bob Frink
--Define content for "Free & Low cost Resources"	Bob Frink
--Develop tutorial on CERC tool to assist novice users	Barbara Strother

Bill Smith shared the results of the voting process which was used to select the planned tagline to help crystallize the positioning and intent of Groton's Economic Development efforts. The top vote getter and clear winner was, "Supporting your business is our business". This selected tagline will be used prominently on the home page of the Economic Development section of the Town of Groton site under the heading of "Groton Economic Development." It may also be used as a key element in the town's marketing collateral materials.

III. Adjournment

The Meeting adjourned at 11:40 a.m.

A handwritten signature in cursive script, reading "George W. Mathanol". The signature is written in black ink and is positioned above a horizontal line.

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George Mathanol, Secretary  
Economic Development Commission