MINUTES

Communications & Programming Committee

Wednesday, Sept. 9, 2015 at 9:30 am

Fort Trumbull Conference Center

90 Walbach Street, New London, CT

**Committee Members Attendance**

Penny Parsekian, Chair [ √ ] Laura Nadelberg [ √ ]

Chris Cox [ √ ] Penny Newbury [ √ ]

Ellen Cummings [ √ ] Tom Tyler/Henry Alves [ A ]

Deborah Donovan [ √ ]

**Committee Resources/Support**

Diane Joy [A] Alan Levere [A]

Bruce MacDonald [A] Emily Ross [A]

1. Welcome and Introductions
2. Communications with stakeholders/press – Penny P./Chris

* *Penny P. provided the following report on the eblast to stakeholders:*

1. *An update on the park was sent 8/31 in three installments to 229 stakeholders, including 106 water taxi survey respondents & 31 attendees to Yale final report presentation. Some were forwarded to other groups. The Transition Team, Avery-Copp House Board and Heritage Park Steering Committee were copied.*
2. *She received 10 thank yous/congratulations*

* Responding to comments in The Day?

*The committee decided that we will respond through Penny N.’s blog. Penny N. will review comments that follow articles in The Day about the park and respond by suggesting readers visit the blog for the most recent news on the topic.*

* info@thamesriverheritagepark has been redirected to Chris

*Chris reported that no one has emailed him through the website.*

* CT Explored – Chris

*Chris suggested that we meet with the editorial staff of this publication to talk with them about the park. He agreed to contact them before the October Committee meeting. Deborah agreed to bring a copy of the magazine to the Oct. meeting. [If she is unable to attend, Penny P. will bring a copy.]*

1. Marketing Plan Update – Deborah

*Deborah reviewed the draft plan with the committee and pointed out areas where input from others is needed. Penny P. will distribute to the chairs the tasks that pertain to other committees, including the Vision Statement and the various inventories that Deborah wants to gather on which to base the Marketing Plan. Chris commented that we do not want to overwhelm committee chairs with administrative tasks at this point. Ellen offered to spearhead the effort to create the inventory of heritage institutions in the park. She and Chris will meet next week to draft a set of questions to ask representatives of the anchor sites, after which the questions might be refined for gathering information from the rest of the sites. Penny P. has identified 11 sites within the park [and will send list to Ellen]. Penny N. asked that we define the boundaries.*

1. Website & Social Media – Penny N.

*Penny reported that she is posting all the park activities that she can find, and she offered to do more seeking on other websites. She would like the other committee chairs to let her know what their committees are doing. [Penny P. will include this request in her communication with chairs.]*

1. Initiate/Foster Collaboration

* Determine Yale availability in February or March for possible meeting with sites.

*Penny P. will contact Yale for availability.*

* Chris outreach and results

*Chris has been in touch with Fred Conti who recommended Kathy Steamer of Dougherty, Beals & Banks to help us set up the books. He said that he has heard nothing but positive comments about the park.* *Ellen said that she has heard from a number of doubters that the park will never get done.*

1. Thames Maritime Heritage Festival participation?

*We are not ready to participate, according to those who addressed this topic.*

1. Programming - Chris

*Chris presented the possibility of having Lyman Allyn Art Museum mount an exhibit on the park, leading up to the opening of the Coast Guard museum and perhaps featuring maps. He also floated the idea of commissioning the Eastern CT Symphony Orchestra create a new piece of music for the park. In addition he mentioned that Amistad might be home ported in New London. He raised questions about what our programming should be and suggested that we listen for answers as we meet with others.*

1. Next meeting date & place: *Thursday, October 8 at 9 AM*
2. Adjourn *10:45 AM*

Highlight = Action Item

[In brackets] = afterthought