

## MINUTES

Communications & Programming Committee

Thursday, Oct. 8, 2015 at 9 am

Fort Trumbull Visitor Center, 3<sup>rd</sup> Floor

90 Walbach Street, New London, CT

Highlight = Action Item

[In brackets] = afterthought

### Committee Members Attendance

Penny Parsekian, Chair [ v ]

Chris Cox [ v ]

Ellen Cummings [ v ]

Deborah Donovan [ A ]

Laura Nadelberg [ v ]

Penny Newbury [ v ]

Tom Tyler/~~Henry Alves~~ [ v ]

### Committee Resources/Support

Diane Joy [A]

Bruce MacDonald [v]

Alan Levere [v]

Emily Ross [A]

#### I. Welcome and Introductions 9:15 AM

*Some committee members are having difficulty opening Penny P.'s documents, so she will send documents as PDFs.*

#### II. Communications with stakeholders/press – Penny P./Chris

- Responding to comments in The Day – process clarification

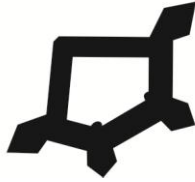
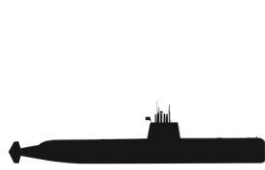
*The committee decided that committee or Transition Team members who find a problem comment following articles about the park in The Day should send the comment to Penny N. for a response. She will determine if she needs Chris or Penny P. to weigh in.*

- Outreach to sites

*Penny P. reported that Yale is available to make a presentation in early March. They want to meet with our leadership in Jan. or Feb. to prepare the right presentation. Committee members felt, as part of the presentation, we should convey what progress has been made since the report was published. There was a discussion regarding workshop versus presentation format and whether we want to provide an opportunity for community feedback. Chris felt we would not yet be ready to act on that input, but others felt we should solicit it. All agreed we needed to communicate with the sites between now and the March meeting to build interest.*

*To get input, Ellen agreed to make calls to the Executive Directors of each site to set up appointments with them with the goal of getting information in four areas:*

- 1. How should we communicate with your organization?*
- 2. What do you hope to see from the Heritage Park?*
- 3. Would they feel comfortable linking to our site?*
- 4. Would they feel comfortable having us promote their activities on our site?*



- III. Marketing Plan /Branding Plan - Chris  
*Chris took Deborah's draft Marketing Plan and integrated elements of the Yale Phasing grid and information from the Governance Committee to draft a communications planning document which outlines what our key tasks are in three phases. The group discussed the issue of our identity as a state park. Tom explained that we are statutorily different from a state park. Bruce offered that a Heritage Park is a new kind of state park, not a traditional park. All liked this language for communication with the general public.*
- IV. Website & Social Media – Penny N.  
*Penny reported that she is continuing to post park activities and stay aware of events happening within the park. All praised her efforts. She asked that Committee and Team members send her content.*
- V. Initiate/Foster Collaboration
  - *Penny P. reported that she and Chris had an appointment on Nov. 3 with Maryam Elahi, President and CEO of the Community Foundation of Eastern CT. to probe her thoughts on successful collaborations. Ellen Cummings was invited to attend.*
- VI. Programming - Chris
  - *Query re Coloring Book – Chris asked the group to establish a policy, which, after discussion, was: to reply, if the proposal was good, that we are delighted to receive it and that it would help inform our process, but that we are not directed to create content yet and are not administratively ready.*
  - *Penny N. agreed to forward the coloring book proposal to Alan*
- VII. Other – *Chris spoke about the Mystic Seaport site for educators and how powerful it is as a teaching tool. Laura, who works in that area at the Seaport, explained that they have items that relate to each of the Heritage Park sites. Chris suggested we take a field trip to the Seaport Research Center to see how it all works.*
- VIII. Next meeting date & place: *Thursday, October 22 at 9 AM [subsequently corrected to Nov. 19 at 9 AM] at the Fort Trumbull Visitors Center, 3<sup>rd</sup> floor*
- IX. Adjourn 10:45 AM