

Laconia Human Relations Committee
Communications Sub-Committee
June 7, 2019
2 PM – 3 PM

In attendance: David Stamps, Carol Pierce, Janet Simmon, Denny Bothamley, Geri Bothamley, Karen Prior, Kathy James, Carrie Chandler

Project: to promote the LHRC mission within the community in a visual way.

The following ideas were discussed:

- Open/collaborate approach
- Positive messaging “Supported by the LHRC”
- Something permanent
- Something that you see
- Something organic
- Something in front of City Hall / entrance to the City / in various locations – Laconia – Lakeport - Weirs
- Sponsorship
- “Creative Place Making” – bring in artists, architects, landscape developers
- Connect downtown to the river
- More specific –
 - Yard sign – quick and easy idea
 - Flags on lamp posts – Sharon Walden resource
 - Architectural ceramics – art deco from the 20’s, put together to create several images - Larry Frates
 - Boulder rocks with message – can sit on as a bench

First step: Yard Signs

- Janet and Geri worked together to create a beautiful image (thank you!) that we may adopt as our brand and used to create the yard sign – to be presented at June LRHC meeting for consideration
- \$300 for 100 signs – ask LRHC for financial support
- Sell the signs for \$10 – money to be used to further the image/mission

Respectfully submitted,

Carrie Chandler