

CITY OF DOVER

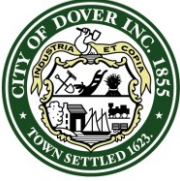
DOVER MASTER PLAN VISION CHAPTER STEERING COMMITTEE - AGENDA

Meeting Type: **Regular Meeting**
Meeting Location: **Council Conference Room, City Hall 288 Central Ave
Dover NH**
Meeting Date: **Tuesday, September 20, 2022**
Meeting Time: **5:00 pm**

1. **Welcome and Introductions**
2. **Project Overview**
3. **Scope and Task Review**
4. **Timeline Review**
5. **Document Review- ideas and proposed timeline**
6. **Outreach and Engagement Planning and Timeline**
 - a. **Branding Discussion**
 - b. **Draft Outreach Plan**
 - c. **Apple Harvest Day**
7. **Next Steps and Meeting Schedule**

Committee Action: Please come prepared having reviewed the purpose of project branding below and identifying a preference in project branding style. Share any brainstormed project names that you come up with as well.

Project Branding: Why is branding important? Branding – which includes the identification of a project name, description, and consistent design and visuals - identifies a project the way you want it to be perceived by the community. It allows people to quickly recognize an initiative, understand and relate to it, and share it with others. Branding for a city planning project should clearly convey the project's purpose, draw people in, and resonate, to the greatest extent possible, with all (multi-generational appeal, not jargon-y, etc.). A project name and simple descriptor usually work together. The City of Dover's 2012 Visioning Chapter was titled "Building Our Tomorrow."



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Branding brainstorm examples: What type of branding would you like to see for this project?

- **Traditional:** Envision Dover; Imagine Dover; Dover 2033?; Plan Dover
- **Descriptive:** What's Next Dover? Be a Dover Visionary! My Dover, Our Future; Share your vision
Dover!
- **Different:** I Dig Dover; Dream Dover; All In Dover; Fresh Take Dover; Design Dover

Tagline: Future Vision for the City of Dover; Community Vision for the City of Dover