



TOWN OF  
**PETERBOROUGH**  
NEW HAMPSHIRE

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**Economic Development Authority  
Marketing Subcommittee Meeting**

Wednesday, June 13, 2018 – 1:30 P.M.  
Select Board Meeting Room

Committee Members Present: Christine Dennler (Chair); Nate Morison;  
Martha Schaefer; Karen White

Committee Members Absent: Marie Cassady; Adam Hamilton; Pelagia  
Vincent

Staff Present: Kristin Bixby; Pete Throop; Lisa Betz

Others Present: Dawn Wivell, Firebrand INT'L

**I.** Chair Dennler called the meeting to order at 1:33 PM.

**II.** Minutes from May 24<sup>th</sup>, 2018

Chair Dennler held the discussion of the minutes since she wanted more subcommittee members present for their approval.

**III.** Pending Posts for June

Some committee members mentioned that there was a lack of timely follow-through on the behalf of the individuals they were trying to receive pictures from. There were also issues where people may have posted photos we wanted to use, but couldn't rack down the originals. Ms. Bixby cleared up some confusion about the library concert date and location and agreed to get a picture from staff for their event. Ms. Betz suggested that Linda Guyette and Roland Patten may have some more insight on pictures for the duck race, as they are both members of the Lions Club.

**IV.** Discussion of July Calendar

*The July calendar postings were discussed. To see the end result of the calendar postings, complete with themes and assignments, look at the attached calendar.*

While compiling the July calendar, Chair Dennler noted that she had told Millennium that the themes are in place to help subcommittee members meet the photo demand, but they are not concrete. She was hoping to get more input from the consultants on what is working and what is not. Chair Dennler also noted that Millennium had hinted at the fact that the quality of the pictures should be better. Ms. White asked if that was in reference to the quality of the cameras or photographer taking the shot, or the fact that there were a lot of pictures with signs [etc] that didn't feature people and got away from the types of pictures they suggested the group gave them. Chair Dennler added that the signs were sometimes last-minute fillers because other pictures weren't available, and noted that overall, the process of getting photos was becoming an issue.

The Summer Lyceum was an item that the subcommittee wanted to advertise in July, noting that Friday's could be reserved for posting about them. The exception would be First Friday, where

the Lyceum advertisement would be moved to Thursday.

Chair Dennler said that she like how family week turned out, and wanted to do similar weeks, including a restaurant week and a “healthy lifestyle” week, which could advocate for stores like Nature’s Green Grocer and Maggie’s Marketplace as well as farmers markets, and wellness and fitness centers. There was discussion on restaurant week not listing the business names, but focusing on the atmosphere or pictures of dishes. Ms. White suggested that the “healthy living” week could be named “innovative living” instead. Ms. White also had begun compiling a master list of all of the restaurants in town. Ms. Schaefer added that this could be used as a way to feature multiple pictures in one post where they could show the diversity of food. For instance, Monday’s posts could have pictures of several different menus while Tuesday could show the different farmers markets. Chair Dennler expressed concern in making sure none of the restaurants got left out. Ms. Bets offered that instead of gathering the photos, a subcommittee member could just reach out to all of the restaurant owners in town about submitting photos they want used. That way, it is on the business if nothing was submitted. Then, categories could be formed based on what is received. Ms. Schaefer volunteered to gather these photos for Restaurant Week.

**V. Analytics**

Chair Dennler noted that the Subcommittee had funds reserved for sponsored posts, and that the hope was the analytics from May’s posts would show what types of posts were most liked and viewed. Then, that type of content could be boosted to get more followers and maximize expenditure. Ms. Schaefer noted that on the analytics displayed on the screen [which had been displaying a chart showing the increase in users by day], it mentioned that May 30<sup>th</sup> had a successful post that talked about Peterborough being an underrated city, but when she looked back through the posts, the post for that day was about one of the bike trails. There was discussion on whether Millennium was compiling just the social media platforms that had access to, or all quasi-government social media pages combined. Ms. Bixby noted that the axes were not labelled on the charts either, so it was hard to tell if the user increase was by count or by percentage. Ms. Schaefer also said that it wasn’t clear if the chart showed the accumulation of new followers by day, or by the post that corresponded with that day. Other analytics that were provided were statistics on page impressions [how many people looked at it] and engagements [how many people reacted or commented].

Chair Dennler stated that the question of contract renewal with Millennium will be an item for the subcommittee to discuss at the next meeting.

**VI. Next Meeting: Friday, June 22<sup>nd</sup>, at 8:00 AM.**

**VII. Chair Dennler adjourned the meeting at 2:40 PM.**

Summer Lyceum: See brochure or website for more details. (Sundays)

- \*1<sup>st</sup> plant based cheese company in New England
- \*\* See website for details on Jewelry, embedded programming welding and CNC router class

# July 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	Out and About Dropbox	3 Landscapes Dropbox	4 GAR Cannon & Flags Photo Dropbox	5 Summer Lyceum: "Real Food, Fake Food"	6 First Friday Details to follow Dropbox	7
8	9 Restaurant Week: TBA Martha	10 Restaurant Week: TBA	11 Restaurant Week: TBA	12 Restaurant Week: TBA	13 Summer Lyceum: Tamed & Untamed: Close Encounters of the Animal Kind	14
15	16 Recycling Photo Pending CD	17 Business Highlight: NuttinOrdinary Details Pending*	18 Library Details Pending KB	19 Summer Lyceum: Climate Change in New England	20 Nightlife Dropbox	21
22	23 Adult co-ed Softball Photo Pending LB	24 Outdoors: Water photo Dropbox	25 MAXT Makerspace Thursday classes**	26 Filler: Froling? Other?	27 Summer Lyceum: Falling Asleep to Gunfire or Nightlife NM	28