

# ECONOMIC DEVELOPMENT AUTHORITY

July 24, 2018

## MINUTES

**Present:** Adam Hamilton, Martha Schaefer, Jeanne Dietsch, Christine Dennler, Corinne Chronopoulos, Martha Schaefer, Nate Morison and James Kelly

**Also Present:** Peter Throop, Director and Laura Norton, Administrative Assistant, Office of Community Development

### **Minutes:**

A motion was made/seconded (Hamilton/Dennler) to approve the minutes of June 27, 2018 as written with all in favor.

### **Social Media and Online Promotion Recommendation:**

Ms. Dennler announced the Marketing Committee's recommendation to enter into a three-month contract with Drum Production Studio to develop EDA's Instagram and Facebook channels intended to attract younger (29-40) professionals to the area. Mr. Throop noted a depth and originality by creating a "persona" for posting creative content several times a week. "It individualizes the material and is spoken in the voices of the target market" he said. When asked about the cost Ms. Dennler noted this contract was a bit less than the previous one with Mr. Throop noting \$850.00/month for social media management and \$150.00/month for the ad campaign.

A motion was made/seconded (Hamilton/Schaefer) to approve the recommendation from the Marketing Committee and contract with Drum Production Studio with all in favor.

### **Project Updates:**

Ms. Dietsch gave an update on a project that seeks to challenge telecommunication company's reported coverage in the region. "It is a big project and the fact we are coordinating with other towns is a precedence to working together" she said.

**Other Business:**

Mr. Throop noted the Agricultural Commission request for funds at the last meeting for a three-fold color brochure they had created to promote local farmers in town. Alex Walker had told the members she had a quote from Vista Prints \$490.00 for 1500 brochures and four brochure holders. Mr. Throop noted the members ultimately requested Ms. Walker get a local quote and agreed to secure a budget for the project. Mr. Throop told the members the local quote was \$350.00 for 2000 pamphlets, reminding them the Library had offered their pamphlet holders. Mr. Throop told the members the funds were coming out of the 2018 budget “and I would like to spend them as soon as possible.” Mr. Kelly interjected he would relay that message to the Agricultural Commission. “I’ll do it today” he said.

Regarding Strategic Marketing and Branding Mr. Throop noted Phase II, the evolution of the Ecosystem Hub Group and having Dawn Wivell of Firebrand International continue to support this group as they developed their leadership.

“I don’t have anything formal” he said but noted he did have a proposal from Ms. Wivell to continue to support the Committee for the next couple of months. “I would like to have a special meeting in two weeks to review and vote on it” he said. Chair Hamilton successfully polled the membership to obtain a quorum (five members) for August 7, 2018 at 12:00 Noon.

**Next Meeting:**

August 7, 2018 at 12:00 Noon

**Next Regularly Scheduled Meeting:**

August 28, 2018 at 12:00 Noon.

The meeting adjourned at 12:20 p.m.

Respectfully submitted,  
Laura Norton, Administrative Assistant