



TOWN OF
PETERBOROUGH
NEW HAMPSHIRE

1 Grove Street
Peterborough, NH 03458
Office: (603) 924-8000 x 104
Fax: (603) 924-8001
Email: ocd@townofpeterborough.us
Web: www.townofpeterborough.com

**Economic Development Authority
Marketing Subcommittee Meeting**

Wednesday, October 24, 2018 – 8:00 AM
Recreation Department Meeting Room

Committee Members Present: Christine Dennler (Chair); Pelagia Vincent;
Darci Hammer; Nate Morison; Adam Hamilton

Committee Members Absent: Martha Schaefer

Staff Present: Kristin Bixby, Lisa Betz (REC)

- I.** Chair Dennler called the meeting to order at 8:05 AM.
- II.** Minutes from September 21st, 2018
Ms. Hammer moved to approve the minutes as written. Mr. Morison seconded the motion.
- III.** Peterborough Welcome Team Meet & Greet: Thursday, November 8th, 2018
Chair Dennler asked committee members about their interest in volunteering to go to the upcoming Meet & Greet on behalf of the committee to tell more people about what they do and see if they can get more volunteers to join. Chair Dennler noted that she will be trying to attend herself. Ms. Vincent said that she will also be in attendance.
- IV.** Drum Contract Discussion – Part I
Chair Dennler confirmed that Drum has gotten EDA approval to extend their current contract for two more months. She also mentioned that Drum is drafting a new contract for review, which may include changes in post frequency, and additional work in improving the current EDA website. Chair Dennler also noted the importance of metrics in terms of Drum's current and possible future contract. The metrics are essential in justifying the funds spent on the marketing initiative.
- V.** Town Website Discussion
Chair Dennler reported that she had met with Nicole MacStay, Deputy Town Administrator, to discuss the Town of Peterborough website. Ms. MacStay committed to put some of the website cost into the administration budget. Chair Dennler had explored some pricing options and was hopeful that the Town website could be re-vamped for around \$10,000 to \$12,000. The EDA has also given the go-ahead for the Committee to look into the possibilities for the update. Chair Dennler clarified that there are no proper action items for the Committee yet, but she would urge members to look at other websites, at their own leisure, that used the same companies that they were exploring. Ms. Bixby added that members should not only look at other websites to see what should be done visually, but to also look at structure and content. She suggested that the Town of Milford's business section would be a good start for looking at content.
Mr. Morison asked if the estimated cost included an update to the EDA website. Chair Dennler said that the EDA would have an option of keeping a separate website or having a page on the

new Town website. She argued that if the EDA had just a section on the Town's website, they would have the benefit of everything being hosted and maintained by the same source. Chair Dennler added that at the last EDA meeting, Dawn Wivell of Firebrand International had suggested to change the "peterboroughworks" name, and that she also had another suggestion for a company for the website.

VI. Business Identification & Support

Mr. Morison mentioned a recent business discovery that he had made while reading a newspaper article and wanted to discuss how he, as a full EDA member, was not hearing about new businesses more directly. He suggested that this Committee could step up and help support a new initiative of reporting out new businesses. Ms. Hammer suggested that a good place to start tracking down new businesses would be talking to local realtors. She also noted that producing a guide that shows new business owners how to start a business in Peterborough would have been helpful to her when she first arrived. Ms. Vincent suggested that a business ambassador from the EDA could become a new point of contact for businesses, with Mr. Morison adding that this position could be a function of the Hub leader. When it was raised as to whether the leader could get a list from the realtors and reach out to new people after each Hub meeting, it was agreed upon that the "ambassador" should have a more direct connection with the businesses to ensure a faster turn-around time. Mr. Morison and Ms. Vincent volunteered their time to this effort.

Mr. Hamilton added that he has contact information for Wikimotive, a new business that moved into a large portion of the fourth floor of the Guernsey Building. He offered that Drum could make one of their next posts about them.

VII. Drum Contract Discussion – Part II

Chair Dennler also noted that in Dawn Wivell's most recent report on Town Branding to the EDA, she had mentioned expanding branding platforms to include Twitter and LinkedIn, as well as stressed the need to post more frequently if not daily. Mr. Hamilton responded affirmatively to questions by Chair Dennler about whether he would be in favor of adding posting and maintenance responsibilities to Twitter and LinkedIn to Drum's new contract and reducing the amount of posts in order to compensate for the added responsibility or change of role. Mr. Hamilton did add, however, that the Committee never directed Drum to do exclusively video posts, and that clarification should be made going forward so Drum isn't spending more energy than necessary delivering that level of content for every post. Chair Dennler agreed to talk with Drum about the pricing change for adding different platforms while keeping frequent, quality posts. She agreed that they should not be creating videos for every post.

VIII. Discussion on getting a new social media review from Christine Halvorson

Chair Dennler mentioned that the EDA had requested that the Committee should once again reach out to Christine Halvorson, who had given an overview of the Town's social media presence with suggestions of how to improve before the Committee had hired any consultants. Ms. Vincent noted that she had worked with Ms. Halvorson in the past and did not think that even she would be recommending a need to post every single day. Mr. Morison noted that the Committee should really look at the scope of the goals and compare that to the posting frequency. Chair Dennler noted that Drum has traffic information and other tools to help them determine the posting frequency. She added that she is hesitant to bring Ms. Halvorson back in and would prefer to wait until Ms. Wivell's contract is done.

IX. Report from October 16th Meeting with Firebrand, Int'l

Chair Dennler will be distributing the narrative and other materials that Dawn Wivell had prepared for her deliverables on helping the Town determine marketing and branding. She urged

members to review the draft materials and send back any feedback to her by Sunday, October 28th, at the latest. Chair Dennler also asked members to review the soundbite that the Committee had asked Dawn to submit to them.

X. Committee Member Reports

Ms. Vincent reached out to different Depot Square business owners about providing information on where visitors are coming from. Sharon Arts had been very responsive in getting information to her, which Ms. Vincent had on hand and passed along to Chair Dennler to review and analyze.

XI. Postings on Job Openings

Chair Dennler asked the Committee if they wanted to post about job listings on the EDA website or in postings that Drum is creating for Instagram and Facebook. The consensus was that job postings, especially for individual companies, were too promotional. However, posts about job fairs are fine. Mr. Morison raised the question of whether job postings would be appropriate on a website that was separate from the Town and Town funding, which lead to a brief conversation on whether a potential Hub website could be explored as an option for posting that sort of content. Chair Dennler asked for that conversation to be tabled to a following meeting, after the Hub has organized itself further and she had heard back about website pricing from Ms. MacStay. Chair Dennler added that it may be beneficial from Ms. Wivell to attend the next Committee meeting. The Committee decided to set its next meeting date to coincide with the date of the next Hub meeting so that Ms. Wivell could attend.

XII. Next Meeting: *Monday, November 26th at 2:00 PM at the Select Board Meeting Room. Drum and Dawn Wivell of Firebrand, Int'l will be joining the meeting.*

XIII. Mr. Morison moved to adjourn the meeting, seconded by Ms. Betz.

Chair Dennler adjourned the meeting at 8:45 AM.