



TOWN OF
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NEW HAMPSHIRE

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**Economic Development Authority
Marketing Subcommittee Meeting**

Wednesday, November 26, 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: Lisa Betz (REC)

Staff Present: Kristin Bixby (OCD)

Also Present: Dawn Wivell (Firebrand Int'l); Eddie Gomez and Rory Hurley (Drum)

I. Chair Dennler called the meeting to order at 2:02 PM.

II. Minutes from October 24th, 2018

Mr. Hamilton moved to approve the minutes as written. Mr. Morison seconded the motion.

III. Sharon Arts Information

Chair Dennler shared her takeaways of her analysis of the visitor information she received from Sharon Arts with committee members. She said she wanted to start using information like this as a reference point for progress. The highlights from the data were that 72% of visitors through the Summer of 2018 were from New England, but overall, there was visitor representation from 41 states. The states outside of New England that came up most frequently were Texas, Washington, New York, Pennsylvania, California, and Florida. Chair Dennler noted that a selection of those states may be the best to monitor to see if there is any progress.

IV. Change in Membership

Chair Dennler informed the group that Martha Schaefer had stepped down from being in the Marketing Subcommittee, as her job with the Greater Peterborough Chamber of Commerce is getting restructured. Mr. Hamilton acknowledged that he will be holding a meeting with the Chamber to see how they will be communicating with the EDA moving forward.

V. Assignment of Contacts for Social Media Inquiries

Chair Dennler mentioned that recently Drum had received a direct message on Instagram from a couple who was looking at moving to New Hampshire and wanted to know more about Peterborough, especially about family life, schools, and activities. Ms. Bixby forwarded their request onto Ms. Chronopoulos, Library Director, and Lisa Betz, Program Director for the Recreation Department, who both provided great responses. But moving forward, Chair Dennler wanted a more formal procedure in place. She mentioned that it may be even more fitting to send inquiries like this on to the Welcome Team, and that she would not mind confirming with Karen

Hatcher if that would be okay. Mr. Morison interjected that it depended on the type of inquiry that is received. Ms. Wivell mentioned that if there is an inquiry about moving or starting a business here, the person should be invited to attend a Hub meeting. There was talk about consistency with the point of contact. For now, all questions or inquiries will be sent from Drum to Ms. Bixby and should have Chair Dennler cc'd on the email. If it is something regarding wanting to know more about becoming a resident in Peterborough, she will pass the request along to Karen Hatcher (as long as she confirms with Chair Dennler that the Welcome Team is taking this on). The committee is tabling a discussion on the procedure for business requests.

VI. Posting Criteria/Guidelines

The organization or event must hit two of four criteria to be considered for promotion:

1. Is it a part of the fabric of Peterborough?
2. Is it of interest to our target audience/those living out of the area such that they would be motivated to visit or move here?
3. Does it illustrate what it's like to live here?
4. Is it unique?

**** Additionally**, you can promote outside of the Town limits as long as there's nothing in Peterborough of equal or greater significance and a direct connection can be made to Peterborough. (ie. "Check out the five Peterborough businesses at 'x' regional event"; "After attending 'x' event a stone's throw away from Peterborough, come back to Our Town for dinner").

**** Additionally**: Not-for-profit events can be PROMOTED BEFORE the event; and For-profit events can have posts describing the event/have a picture at the event AFTER the event's completion.

VII. Drum and Firebrand International – Social Media and Town Branding Discussion

Dawn Wivell gave Drum a brief overview of the work that she has been doing for the Economic Development Authority on town branding and creating a town wide business ecosystem, referred to as "Hub and Spokes." She mentioned that during her initial SWOT analysis, a major concern from business owners and residents was a lack of communication within the community. This is something she is working hard on to change. There was discussion on the newly formulated Town narrative, and how the target demographic of young families and entrepreneurs would inherently be attracted to the area through proper execution of the narrative through marketing and branding.

Ms. Wivell was asked to share input on the priority of being on different social media platforms. Ms. Wivell and the Drum team both agreed that the platforms in question were really serving different demographics of the market, and therefore important for different reasons:

Twitter is a huge platform, and easy for post creation and retweeting. You can hit a much wider audience, especially within the business community.

Facebook may be used less frequently by the target demographic, but is the most used platform overall, and still important to have a presence on.

Instagram will have a narrower audience, but that audience will be easier to retain. Has the younger demographic. Great for marketing and tourism.

LinkedIn is obviously more business-focused but is gaining popularity. The creation of a page would need a different marketing approach. *Overall, the EDA website should be prioritized over spending time creating a LinkedIn page.*

Chair Dennler asked the Committee to consider a tagline or slogan different from "A good town to live in." Mr. Morison noted that he thought the usual slogan was quite endearing.

VIII. Drum Contract Discussion – with Drum

Chair Dennler produced Drum’s draft of a new contract for review, which includes changes in post frequency, adding a Twitter account, and additional work in improving the current EDA website. Mr. Morison asked to clarify if the 10 hours per month allotted to website work was just an estimate and if Drum was going to see how much they really needed over time. Mr. Gomez said that they will log hours and see how long it takes for the tasks to get done but will never exceed 10 hours in one month. Ms. Wivell explained an idea about developing a page on the website that will allow the viewer to get a sense of Peterborough’s culture and what it would be like to reside or start a business here. Ms. Wivell added that the interaction between the new Hub and Spoke model she set in place with the business community should be embodied on the website. Mr. Hurley said that Drum will focus on that in the development of a new landing page, and they hope that it will evolve more with time. When asked by Chair Dennler about how frequently the EDA should be posting on social media, Ms. Wivell said that consistency is more important than frequency, and that two posts a week (one of Drum’s proposals), of original content should be fine. Mr. Morison asked a question about tracking ROY, and Mr. Hurley mentioned that what they mainly can do now is get a click-through rate, but putting extra money and time through website development would help with tracking abilities.

Chair Dennler asked for more in-depth analytics every quarter. When Mr. Throop asked for a more specific list of what Drum would be allocating the first ten hours to, they clarified that it would be going towards:

- Developing a landing page, including imbedding videos and the Instagram link
- Google analytics
- Facebook pixel

IX. Drum Contract Discussion – within Committee

Chair Dennler asked the Committee to first consider the separate contract Drum had provided for the allocation of no more than ten hours a month for development of the EDA website.

Motion: Mr. Morison moved to recommend that the Economic Development Authority authorize Drum to dedicate no more than ten (10) hours for one (1) month, at a rate of \$45 an hour, to work on website rebranding and development, as laid out in the final proposal that will be drafted with staff in the Office of Community Development. Ms. Vincent seconded the motion.

The motion carried with all in favor.

Moving on to the second contract, which consists of the social media postings, Chair Dennler suggested that the Committee consider asking Drum about the pricing for three posts a week. Mr. Morison and Mr. Hamilton advocated for the post with the middle price as written, which would add Twitter as a platform but reduce the minimum required posts to two a week, arguing that there would be more money left in the budget to allocate to other projects like the website. Ms. Hammer added that it may be better to add on more posts after the Hub and Spoke system that Ms. Wivell created for the business community was better established. Ms. Vincent advocated for continuing with the four-post weekly minimum since next Spring is when the Main Street Bridge will be closing, and the Town needs the most public outreach and exposure as possible. She reiterated that the Committee must be taking the bridge closure into consideration when looking at the frequency and subject matter of the posts. Mr. Hamilton said that it is always the best practice to start with a lower-priced option and expand the contract if needed. The Committee revisited Chair Dennler’s idea of working with Drum to see what the price would be for a contract that required a minimum of three posts a week.

Motion: Mr. Morison moved to recommend that the Economic Development Authority accept a one-year contract with Drum to post across three social media platforms (Facebook, Instagram, and Twitter) as outlined in Option 3 of the Social Media Proposal, with the addition of a new minimum of three (3) posts of original content a month at a rate that does not exceed \$14,500, all subject to the acceptance of the newly proposed rate by Drum. Ms. Vincent seconded the motion. **The motion carried with all in favor.**

- X. Next Meeting:** *Wednesday, January 16th at 8:00 AM in the Recreation Department Meeting Room*
- XI.** Ms. Vincent moved to adjourn the meeting, seconded by Ms. Hammer.

Chair Dennler adjourned the meeting at 3:45 PM.