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**Economic Development Authority
Marketing Subcommittee Meeting**

Monday, December 3rd, 2018 – 4:00 PM
Select Board Meeting Room

Committee Members Present: Christine Dennler (Chair); Darci Hammer; Adam Hamilton; Nate Morison (*Via Conference Call*)

Committee Members Absent: Pelagia Vincent; Lisa Betz (REC)

Staff Present: Peter Throop; Kristin Bixby (OCD)

I. Chair Dennler called the meeting to order at 4:05 PM.

There was a brief discussion on how the Committee had initially done the math wrong in determining how much it would be for Drum to have a minimum of three posts a week. Chair Dennler had called for a new meeting to establish whether members would be okay with increasing the one-year social media contract to a price of \$16,200, when the vote last week said to not exceed \$14,500. If the Committee did not want to accept the new price, Chair Dennler suggested the next viable option was to go back to the proposal with only two required posts a week and the addition of Twitter as a social media platform. That proposal was for only \$13,800.

Mr. Morison joined the conversation remotely at 4:15 PM.

II. Vote on the new recommendation to the EDA for a social media contract

Motion: Chair Dennler moved to recommend that the Economic Development Authority accept a one-year contract with Drum to post across three (3) social media platforms (Facebook, Instagram, and Twitter) as outlined in the Social Media Proposal, with a minimum of three (3) posts of original content a week and with a total cost of \$16,200. Ms. Hammer seconded the motion. **The motion carried with three members in favor and one member opposed.**

III. Next Meeting: Wednesday, January 16th at 8:00 AM in the Recreation Department Meeting Room

IV. Mr. Hamilton moved to adjourn the meeting, seconded by Ms. Hammer.

Chair Dennler adjourned the meeting at 4:20 PM.