



TOWN OF  
**PETERBOROUGH**  
NEW HAMPSHIRE

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**Economic Development Authority  
Marketing Subcommittee Meeting**

Wednesday, January 16<sup>th</sup>, 2019 – 8:00 AM  
Recreation Department Meeting Room

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

Committee Members Absent: Adam Hamilton

Staff Present: Kristin Bixby (OCD)

**I. Chair Dennler called the meeting to order at 8:05 AM.**

**II. Minutes from November 26<sup>th</sup>, 2018 and December 3<sup>rd</sup>, 2018**

Ms. Hammer moved to approve both sets of minutes as written. Ms. Betz seconded the motion.

**III. Update on Drum Contract**

Chair Dennler quickly recaps the pricing and guidelines for Drum's approved contract, and that the EDA voted in favor of the contract. Ms. Bixby also updated the members that she and Town Administration had met with Drum to discuss more details about the types of posts that they, acting within the capacity of a Town entity, were allowed to post and the types of events and material that they were allowed to promote. Chair Dennler talked briefly on the most recent summary report she had received from Drum. The subcommittee weighed-in on the effectiveness of reports coming monthly instead of quarterly. Chair Dennler noted that she ultimately cared more about seeing the net affect of their effectiveness since the beginning of the contract, as opposed to seeing slightly varying numbers month to month on reach. Ms. Hammer suggested asking Drum what works better for them. It is helpful for Drum to report on which posts attract and engage the most people. Chair Dennler was tasked with asking for a summary that showed growth from the beginning of their contract to now.

**IV. Formal recommendation regarding all business and recreational inquiries**

The Committee expressed the importance of speaking with one consecutive voice to the outside world when any inquiries come in via the EDA social media platforms. Currently, all direct messages receive an automatic response, thanking them for their inquiry and noting that someone will reach out to them soon. From there, Ms. Bixby can disseminate inquiries out to the best source. Ms. Bixby can create a more comprehensive resource list of volunteers or staff that are better fit to answer certain questions.

Main point of contact: Kristin Bixby, Assistant Planner, OCD

For questions about family life: Corinne Chronopoulos, Library Director; Lisa Betz,  
Recreation Program Director; Karen Hatcher, Peterborough Welcome Team

For questions about starting a business: Pete Throop, Department Director, OCD (for locating or building a site); Rodney Bartlett, Town Administrator (grant and partnership opportunities); Chair of the Peterborough Economic Ecosystem/“Hub”

Ms. Vincent asked about how inquiries are being handled if they come in over the weekend, cautioning that sometimes there can be missed opportunities if they do not receive a response until normal business hours reconvene.

When asked to shed light on her recent experience in becoming a new resident, Ms. Hammer noted that it would have been helpful to access a packet that had useful resources and local information. Something like that should be available at the different municipal buildings and the Chamber of Commerce, and included in the Welcome Team baskets. Mr. Morison noted the types of materials that the Chamber currently provides to the public. Ms. Vincent reiterated that although these materials help, the establishments that have the materials are not accessible to the public on nights and weekends, which is when most out-of-towners are coming in. Mr. Morison said that access to information online is just as important, as that is the first place he would look, and it is available at any time.

Chair Dennler added that she sees no problem in designating volunteers to attend large events as a resource guide about the Town and other appropriate activities. Mr. Morison mentioned that the EDA already has a booth for that type of information at Greenerborough.

## **V. Status of Collaboration with Chamber efforts**

Chair Dennler wanted to discuss how the Marketing Subcommittee could still be involved with the Greater Peterborough Chamber of Commerce, especially now that there is no Chamber representative serving on the committee. There was a brief discussion on the differences between what the Chamber of Commerce was able to promote, versus what the EDA, as an official Town-related entity, can promote. The Chamber can focus on specific businesses, but only businesses that are members. The EDA has to do more generalized posts that show a thriving business community as a whole, using certain businesses as mere examples. Mr. Morison countered that the Chamber could do much more for individual businesses, but people need to join. If hardly anyone pays into their services, they simply don't have the funds to do more for those that do. Committee members agreed that more collaboration is valuable for everyone.

## **VI. Social Media Targeting based on Geographic Data**

Time Period June 1 - August 31, 2018

- Visitors from 41 states including D.C, Alaska, Texas, California and Washington State
- 1021 Different locations
- New England made up 72%, followed in descending order: NY, CT, PA, CA and FL
- More visitors came from Texas than Rhode Island, Maine, Vermont and the entire Midwest

Right now, the Committee is looking at Boston or Connecticut and Pennsylvania to start geographic advertising; one that's already in the Committee's demographic target area and another that's far enough away that social media would largely explain an increase in viewer/visitors. Mr. Morison suggested that in these states, they could also aggregate county demographics and find places where the median age sat around 35. These places may be better to boost in, since there is more of the target demographic.

Ms. Vincent brought up a concept of having campaigns where the Committee would find volunteers that had recently moved here to serve as ambassadors for that area and share their story of why they made the move. As individuals that were originally from out-of-town are highlighted on the “Faces of Peterborough” posts, not only does the Committee want the fact that they've moved here from

somewhere else and why early in the video, but Drum should boost that post in or near the place from which they moved. Chair Dennler said that this should be something that is tried for 6 months until they can nail down the desired target areas. Ms. Vincent added that alumni from different colleges could also serve as ambassadors. Mr. Morison countered that the types of employees that Peterborough businesses need most aren't necessarily college graduates. Ms. Bixby volunteered to talk with Michelle Voto at ConVal High School to see how it would be possible to get the students following the EDA social media accounts. Ms. Vincent suggested that an ad could be run in the school newspaper.

**VII. Stock Photos**

Chair Dennler discussed the need to gather a file of stock photographs that can be provided to entities that may be covering Peterborough in articles and other forms of media. Ms. Hammer and Ms. Vincent suggested getting local photographers to send in pictures, although there could be an issue of having to provide them photo credit every time someone uses the picture moving forward.

**VIII. Do we need a process to approval linked hashtags? #ThisIsNH**

Chair Dennler recommended that the committee members formally state whether they approve certain hashtags to be added on social media. There was a brief discussion on how, even though this is New Hampshire focused and not Peterborough focused, promoting both simultaneously is ideal. Ms. Hammer compared this sort of cross promotion to activities that the local Chamber of Commerce already participates in, adding that it is advertising at the next level or scale.

Ms. Vincent moved, and Ms. Hammer seconded to have Drum add #ThisIsNH to their hashtag list on social media postings.

**IX. Other**

As plans for the bridge finalize, the Committee discussed asking for an RFQ to do a video with some aerial footage showing how easy it is to get to downtown from 202 N and then to the parking lots. This could be used in many different places and offered to local businesses to use on their own websites. There was discussion on reaching out to WMUR and the State, as well. The Committee discussed some other steps that could go into place before the bridge closure happens, like approaching more establishments about allowing public parking, having volunteers for valet parking, and putting up signs. Chair Dennler identified the need to talk to Kyle Sullivan, owner of Cooper's Hill Public House who heads up a group of Peterborough merchants, about his ideas about wayfinding and increased signage.

**X. Next Meeting: *Wednesday, February 19<sup>th</sup> at 8:00 AM in the Select Board Meeting Room***

**XI. Mr. Morison moved to adjourn the meeting, seconded by Ms. Hammer.**

**Chair Dennler adjourned the meeting at 9:20 AM.**