



TOWN OF
PETERBOROUGH
NEW HAMPSHIRE

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**Economic Development Authority
Marketing Subcommittee Meeting**

Tuesday, February 19th, 2019 – 8:00 AM
Select Board Meeting Room

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

Committee Members Absent: Adam Hamilton; Lisa Betz

Staff Present: Kristin Bixby (OCD)

Others Present: James Kelly

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

II. Minutes from January 16th, 2019

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

III. Peterborough Works Website Items

Chair Dennler talks about how she had looked through the business links on the EDA website, and there seems to be a number of issues with broken links, outdated information, or links to businesses that are not actually in Peterborough. She was curious to know if it should make a difference whether the business was solely in Peterborough or if it had a location or clientele in Peterborough along with other places. The Committee also briefly discussed if residents who telecommuted should be listed, as the business itself does not happen in town. Ms. Hammer mentioned that as she looked through the business list, she quickly realized that she may not qualify to be added to the list, as her main facility has now moved to Jaffrey, even though she does sell goods in town and is a resident of Peterborough. The Committee decided that telecommuters need to have a representation separate to the business inventory list.

Mr. Morison called into question the desire to host links to businesses in the first place and wanted to see if the website could be used as a marketing tool as well. An entire page with only links is not intriguing and may not really be needed. The Committee discussed how a website differs in content from the social media posts. Mr. Morison added that the website could have pages that feature stories about what is going on in the different business sectors and then only linking relevant content and resources at the bottom. Ms. Hammer said that although more narrative would be great, having a comprehensive list is a nice indicator to all the types of businesses that exist. Ms. Vincent cautioned that too much narrative may also turn people away. She would like to see more examples of how other sites approached this.

Chair Dennler said she would like a full committee present to decide upon the overall goals of the website.

IV. Greenerborough Event

The Committee invited James Kelly to come and discuss a possible collaborative opportunity to run a booth in conjunction with the “Drawdown” group at Greenerborough, which will be held May 4th, 2019 at the Contoocook Valley (ConVal) Regional High School. The booth would cost \$125. He asked if one of the Committee members could volunteer to sit at the booth to promote not only all the various things going on through the town and EDA, but also to show what is effective living in Peterborough from both economic and environmental standpoints. In other words, he would like a volunteer there to be an educator, exhibitor, and welcome. Mr. Kelly was also hoping that the EDA would cover the cost of the booth. The Marketing Committee cannot decide on the use of EDA funds, so Mr. Kelly would have to bring that question to the EDA as a whole.

Ms. Hammer inquired about the types of marketing that Greenerborough is doing to promote the event. James Kelly gave the contact information for Ruth Bednarz who handles a lot of the promotion. Chair Dennler wanted to reach out to her to see how all of the event marketing is currently being handled. Ms. Hammer noted that at any larger event, the Committee should have some sort of representation. Mr. Morison wanted to develop a policy that specified the types of events that they should be volunteering for, especially if they have to pay for a booth or table, to make sure that their presence is in line with their mission.

The Committee also inquired as to whether the Greater Peterborough Chamber of Commerce already had a booth, and whether they would be able to give out the Peterborough EDA brochures. The Committee agreed that moving forward, the brochures should have a label added that would give out all of the social media information so people could follow. Ms. Hammer moved to recommend to the Economic Development Authority to spend up to \$70 for the printing of labels with social media information. Mr. Morison seconded the motion. Ms. Bixby briefly discussed the types of mailing labels that the Town has in stock and whether the information could be fit on those. If so, the allocation of EDA funding will not be necessary.

V. Wayfinding

Chair Dennler had met with Kyle Sullivan, who is heading a group of merchants that is looking at solving issues related to wayfinding and signage around town. They are viewing this initiative as utilizing the signage that may temporarily go up for the Main Street Bridge closure as seeing how other signage could be added to orient drivers not only during the detours, but long-term. Chair Dennler wants to look at what the Town’s plans are for the new parking lot and review the Town sign ordinances.

VI. Articles Linked on the EDA website

There is currently a feed on a page on the EDA website that automatically updates whenever there are business-related news articles about Peterborough. Chair Dennler wanted to know if Drum could have the ability to remove the automated process, or to remove articles that don’t fit the goals and intent have having the feed. Ms. Hammer wondered if Drum could also add anything else from the internet that may have been missed.

VII. Google Alerts

Chair Dennler will create an account that will run Google alerts, so she can be notified to see how frequently Peterborough is mentioned throughout the internet. This will initially be used just to see how many things are generated.

VIII. Drum Analytics Reports

Ms. Hammer would like to see if Drum could include the worst performing posts on the report. Mr. Morison wanted to see if the Committee would think it would be valuable to see the reach, impressions, and engagement for each post. Ms. Hammer countered that as long as the consultants are keeping those factors in mind, it may be too much information for the Committee to have to sort through. Mr. Morison asked how Drum is defining engagement and whether it included click-through rates. He would like to see that pulled out separately and is curious to see if there is a way to monitor how many people are going to the EDA website as a result of viewing posts on social media. It was noted that in past reports, Drum listed the engagement by city. The Committee would like to keep that in future reports, as well as information (if possible) on how many on that list were places that were targeted/boosted.

IX. Other

Chair Dennler inquired on more information as to whether the walking tour map funding had been appropriated for the next fiscal year.

X. Next Meeting: *Wednesday, March 27th at 8:00 AM in the Recreation Department Meeting Room*

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

Chair Dennler adjourned the meeting at 9:00 AM.