



TOWN OF  
**PETERBOROUGH**  
NEW HAMPSHIRE

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**Economic Development Authority  
Marketing Subcommittee**

Wednesday March 21, 2018 – 3:00 P.M  
Select Board Meeting Room.

Subcommittee Members Present: Christine Dennler (Chair); Adam Hamilton; Nate Morison; Martha Schaefer; Pelagia Vincent; Karen White

Staff Present: Kristin Bixby; Peter Throop

- I. Chair Dennler called the meeting to order at 3:00 PM. All members introduced themselves.
- II. Context and back ground – EDA Goals and Strategic Plan

Chair Dennler gave a brief summarization of the role of the Marketing Subcommittee, and said that their job was to put forth marketing efforts in line with the EDA's goals and strategies. The main target demographic for these marketing efforts are focused around 29-40 year old young professionals with families.

- III. Current EDA Initiatives

Mr. Throop gave some background in the most current EDA initiatives, which have stemmed from a lot of the work that had been done while the Office of Community Development had begun updating the Town Master Plan. The Town has a completed update of the Vision Chapter, and is still in progress on both the Economic Vitality and Housing chapters.

Work force development is a major focal point for the Town, being that it is a necessity for Peterborough's economic vitality. The EDA has realized that the approach of bringing in new businesses isn't going to work anymore. It is much more important to help the existing businesses stay here. Although the unemployment rate here is under 3%, many of the semi-skilled, entry-level positions by our major employers aren't being filled. Furthermore, the demographic that would be able to fill those jobs would not be able to find much housing they can afford in Peterborough.

The marketing piece comes in so we can properly promote Peterborough as a great place to live while we start trying to increase the housing stock, and work with the schools and employers to make sure that high school graduates have the proper training and soft skills to fill the gaps in workforce.

The EDA has hired Dawn Wivell of Firebrand to be the Town's International Strategic Marketing and Branding Consultant. Her contract began in the late Fall of 2017, and there should be some tangible results from her initial research soon.

- IV. Online Promotion RFQ – Instagram and Face Book

A subsection of the Marketing Subcommittee just finished interviews for the Social Media

Consultant, which was publicized in the Town's Online Promotion RFQ. The candidates were narrowed down to five top choices, and the group had selected their first and second choice. The group decided to keep that information private at this point in time. There was brief discussion on whether the announcement of this candidate should wait until the next EDA meeting, since the one next Tuesday already has a lot of items on the agenda.

Chair Dennler explained that the company that is the top choice will only take the job if the subcommittee supplies them with the content. The company only wants to handle the online marketing of the content because they are based out of Town, and do not have time to supply enough pictures to themselves to create daily content. Do we have the capacity to source content ourselves? How should this process be managed?

Mr. Morison volunteers to be the primary point of contact with the company in regards to getting content to them. He also volunteered to monitor the Town's Instagram page to make sure that the product the company is putting out is reflective of what they will be contractually obligated to provide. Mr. Hamilton and Ms. Schafer agree to assist Mr. Morison in his efforts.

There was a brief discussion on the types of pictures that the subcommittee will need to be providing to the company. Members began to outline major and minor events that happen throughout the year. Ms. Vincent and Ms. Schafer expressed concerns about pictures that could be seen as advertising a specific organization, and suggested that signs may need to be blurred. They also wanted to know the protocol for content that had people in them, since they typically need to sign consent waivers if the pictures are publicized. Ms. Shafer noted that it would be safe to not take pictures of events that are used to promote for-profit businesses. Chair Dennler and Mr. Throop agreed that these questions should be discussed with the consultants, as they have probably dealt with these issues before.

There was a brief discussion on how the top candidate for the RFQ should be presented at the EDA meeting. It was decided that just selected candidate's credentials will be presented, and the other top candidates will not be mentioned. However, Mr. Throop should have their content available if EDA members would like to look through it on their own time.

V. Policy/Criteria for responding to Requests for funds.

Chair Dennler announced that the subcommittee needs official language of how to spend the EDA funds that were allocated to the group in the 2017 Town Meeting. Mr. Throop made it clear that the extra funds that were allocated to the EDA are already budgeted for specific projects for the rest of this fiscal year. The subcommittee will have to use funds from the general operating budget.

VI. Other Business

VII. Next Meeting: Tuesday, April 17, at 3:00 PM

VIII. Chair Dennler adjourned the meeting at 4:30 PM.