



TOWN OF  
**PETERBOROUGH**  
NEW HAMPSHIRE

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**Economic Development Authority  
Marketing Subcommittee Meeting**

Wednesday, March 27<sup>th</sup>, 2019 – 8:00 AM  
Recreation Department Meeting Room

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

Staff Present: Kristin Bixby (OCD)

**I. Chair Dennler called the meeting to order at 8:00 AM.**

**II. Minutes from February 19<sup>th</sup>, 2019**

Ms. Vincent moved to approve the February 19<sup>th</sup>, 2019 minutes as written. Ms. Hammer seconded the motion.

**III. Greenerborough Event**

The Committee discussed a possible collaborative opportunity to run a booth in conjunction with the “Drawdown” group at Greenerborough, which will be held May 4<sup>th</sup>, 2019 at the Contoocook Valley (ConVal) Regional High School. The booth would cost \$125. It was discussed that another opportunity had come up where the EDA brochures could be displayed at the booth that the Greater Peterborough Chamber of Commerce is tabling. Ms. Betz raised the point that is one of the goals of the EDA was to join forces with the Chamber, then it would make sense to table with the Chamber. Mr. Morison added that the Marketing Subcommittee should still send a volunteer for the table as a Peterborough Business Ambassador.

After a discussion on what type of requests a subcommittee should be considering, Ms. Hammer moved for the mission of the Marketing Subcommittee to clarify that the group is, “to help in the promotion of local events and signs of economic vitality on social media and partner with other organizations in similar marketing efforts, but not handle marketing initiatives that have an ask for the administration of Economic Development Authority funds.” Mr. Morison seconds the motion.

**IV. Peterborough Works Website Items**

Chair Dennler asked for an update on using the EDA website as a place to have an inventory list of businesses with links to their websites. Ms. Bixby confirmed that after speaking with Town Administration, it is best practice to restructure the website so it does not have a running business inventory list with links. Instead, a page with links to other organizations that have such information, like the Greater Peterborough Chamber of Commerce, should be easily accessible.

**V. Social Media Platforms – Who has access and who can post?**

Ms. Vincent moved to suggest to the Economic Development Authority that the only individuals who shall have access to the back-end of EDA social media platforms shall be Town Staff, which

shall include access from the IT Department, and from there shall be administered to any active consultants, and any active EDA member that has been designated by the EDA to act within such a capacity when there is no active consultant established. Ms. Hammer seconds the motion. All members were in favor.

**VI. EDA Social Media Posts**

Mr. Hamilton made note that the EDA social media posts should not ever have a political theme or charge. For example, the Eda should not be posting about whether political candidates are in town. The only thing that may look political would be if they wanted to make a post about Peterborough's unique form of Town Meeting.

The subcommittee selected target markets - in addition to places from which the spotlighted residents on #FacesofPeterborough or #EntrepreneursofPeterborough have moved – to suggest to the marketing consultant to use for the monthly boosted posts. These include Rhode Island for April, Connecticut for May and June, New York for July, and New Jersey in August.

**VII. Strategic Plan for more followers**

The subcommittee asked for the marketing consultant's participation at the next meeting to go over quarterly analytics and discuss the marketing strategy going forward. For instance, does the consultant have a list of people to spotlight in the upcoming months? Should the EDA concentrate on reach or followers, or gaining website views? Mr. Hamilton suggested that a schedule, or other structure that shows how the consultant will be meeting larger goals over the next few months, should be provided. It was also suggested that there should be discussion on how to gain local followers as well as the outside followers gained when posts are boosted. This time can also be used to address any other open issues regarding the website.

**VIII. Next Meeting: Monday, April 15<sup>th</sup> at 8:00 AM in the Recreation Department Meeting Room**

**IX.** Mr. Morison moved to adjourn the meeting, seconded by Ms. Betz.

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