



TOWN OF
PETERBOROUGH
NEW HAMPSHIRE

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Economic Development Authority
Marketing Subcommittee: Conference Call
with Millennium Agency

Wednesday April 25, 2018 – 2:00 P.M.
Select Board Meeting Room

Committee Members Present: Christine Dennler (Chair); Dave Dewitt; Adam Hamilton; Marie Cassady; Nate Morison; Martha Schaefer; Pelagia Vincent; Karen White

Staff Present: Kristin Bixby; Peter Throop

Millennium Agency Staff Present: Jessica Chabot, Blake Cornellier, Linda Fanaras

- I. Chair Dennler called the meeting to order at 2:00 PM. All members introduced themselves.
- II. Background on Millennium Agency
 - Woman-owned since 1966
 - Full-serviced digital marketing, content/social media, public relations
 - Proven expertise in generating engaging content and analyzing results
 - Provide creative storytelling through content and messaging. Want to capture moments, people, lifestyle, and natural qualities within Peterborough
- III. Photograph Specifications
 - Quality: Color balance, exposure, focus, level horizon
 - Alternative Angles: Provide sample photos from multiple perspectives whenever possible, so they can choose the best shots to post. Note – rule of thirds.
 - Lighting: Natural lighting is always better. High-noon, and nighttime provide worst natural lighting.
 - Sizing: Busy photos can be distracting. Take wider shots whenever possible – it can always be cropped at a later date. Millennium has the tools to improve pictures when needed.
 - Legalities: If you are photographing a person, they must sign a release form. Always try to get release forms from everyone, even at large events. For pictures with large crowds, however, the people in focus or anyone who would be recognizable, must have all signed a form. Be careful about advertising businesses and brands. Avoid signs, or at the very least, keep them out of focus. Pictures displaying a whole street with multiple businesses are fine.
 - Purpose: Photos should tell a story, be stimulating, capture and evoke emotion. This platform should be enticing and attracting visitors. For the start of this process, all photos should be specific to Peterborough.
 - Types of photos: There should be a balance of what is being represented. Millennium suggested doing “Throwback Thursdays” in order to use pictures from events in years past. This could help attract people to the same event for this year.

IV. Workflow

- Content for each month shall be provided by the 15th day of the previous month [special exception for May's deadline – send Millennium all events for May by Friday].
- A SWAT analysis will be sent at the end of each month so the Committee can review what was posted and see if they want to change their approach for the next month.
- In order to properly advertise for events, some posts will be previously planned instead of created within the usual timeframe. Time-sensitive photos should have multiple shots provided to ensure a photo will be usable.
- Martha Schafer had the idea of creating a schedule for photographers based on weekdays:
 - i. Monday: Family Events
 - ii. Tuesday: Landscapes
 - iii. Wednesday: Business as Usual
 - iv. Thursday: Arts & Culture
 - v. Friday: Nightlife

V. Correspondence

- Christine Dennler is the main point of contact for Millennium. Nate Morison is the point of contact for inquiries about what is getting posted, as he will be monitoring the postings on a regular basis.
- If there are inquiries on the Instagram and Facebook posts during the week, Millennium will be in charge of appropriately answering these inquiries. Nate Morison will respond to any time-sensitive inquiries over the weekend.
- A Dropbox account will be linked between the company and committee. Per further discussion, Christine Dennler will be the one submitting the final pictures to Dropbox. That way, everything gets reviewed before uploading, and photos that were cut from the process will avoid getting lumped in with the usable photos.
 - i. *[Added Note: the Dropbox will have multiple folders: one to dump all photos, one to submit photos, and one to view the photos and tentative post from Millennium for final Committee review.]*
- The subcommittee needs to establish access to the two forms of social media in question: Facebook and Instagram. Possible future access to Twitter. All accounts should be associated with the “Peterborough works” EDA website, and not the Town of Peterborough’s official website.
- Pete Throop suggested that an events page should also be created on the EDA website

VI. Further Questions

- The Committee needs to further discuss where the line is drawn when it comes to posts that could be interpreted as business promotion. Pelagia Vincent is added that some businesses may be unavoidable when promoting the Town. Martha Schafer added that if the picture is promoting the business itself, it should be avoided. But if the picture is referencing an upcoming event and is simply linking to where tickets can be bought, that should be fine. Jessica Chabot agreed that promoting an event that happens to be at a certain location is fine, but the post has to be event-centered, not business-centered.

- For photos that the Town already had acquired, by receiving the photos for their initial Townhouse display, the rights should have been given. As a precaution, Ms. Chabot wants to avoid using those photos in particular if it is unknown that the people in the photo signed a waiver.
- Post-boosting: Hashtags should not be the only source used to promote the pages. Boosting is in the budget, but at a low amount. Ms. Chabot wants to keep it organic for the first couple weeks to see the traffic. Millennium can either go back and boost the most popular posts or boost posts for an important upcoming event.

VII. Next Meeting: Tuesday, May 1st, at 3:00 PM.

VIII. Chair Dennler adjourned the meeting at 4:00 PM.