



TOWN OF
PETERBOROUGH
NEW HAMPSHIRE

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**Economic Development Authority
Marketing Subcommittee Meeting**

Wednesday May 1, 2018 – 3:00 P.M.
Select Board Meeting Room

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

Staff Present: Kristin Bixby; Peter Throop

I. Chair Dennler called the meeting to order at 2:00 PM. All members introduced themselves.

II. Minutes from April 25th, 2018

Chair Dennler moved to table the acceptance of these minutes until the following meeting so the Committee members had more time to review.

III. Discussion on guidelines for non-profit/for-profit organizations

Mr. Morison's uncle had taken a look at the legal guidelines for non-profit/non-profit organizations, and what the Town is able to promote or not promote in their regards. He helped Mr. Morison draw-up a document that could be used as guidelines for the Committee.

Chair Dennler asked that further Committee discussion was needed on this topic, since members feel like businesses and organizations that have a strong historical presence within the Town will be impossible to exclude in any promotional items.

Ms. Schafer added that there should ultimately be no distinction between non-profit and for-profit organizations in the language. She also noted that Peterborough-specific organizations, like the Peterborough Players, could still be advertised without mentioning the name.

Chair Dennler inquired as to whether providing information on where to get tickets to an event sponsored by someone like the Players, but not posting purely to promote the business, would be allowable.

Mr. Morison offered that in the guidelines he presented, it noted that, "any entity or attraction shall be named as long as it helps accomplish a goal that had been previously stated within the Economic Development Authority"

Mr. Throop felt strongly that the intricacies of this particular issue are ones that should not be finalized by this Committee, but instead by Town Administration. He asked for time to run through the language with his colleagues, and see if similar language exists on file.

Ms. White added that if the fear of promotion is more of an "all or nothing" issue, there may not be a problem. If this promotion piece is something that will continue, eventually the Town would have a chance to feature every business or organization.

IV. Discussion on linking and promotion logistics

Chair Dennler noted that the EDA-run Facebook page is currently not tied to a lot. Both the Greater Peterborough Chamber of Commerce and the Peterborough Welcome Team have better examples to work with on how our active the EDA Facebook should be.

Chair Dennler questioned whether linking to different pages for more information about the events or pictures getting promoted is the best idea. She claimed that if she was a tourist, she would not want to click on several different links within the provided text on Facebook or Instagram. Furthermore, if the posts simply link back to the EDA website or Facebook page, there needs to be posts or a page already on the site that gives more information related to the topic in the promoted picture. If not, people will be confused.

Mr. Throop and Mr. Morison both commented that the point of all of this promotion is to get more people to move here, not just attend events.

Ms. Vincent added that in order to get more people to move here, they must first be tourists, so both angles should be taken into consideration when providing content to Millennium. She went on to say that when she meets new residents, there are a lot of families that are coming to the area because other family is already here, or older family members had come to reside in one of Peterborough's nursing homes. Therefore, promoting a quality of life that is attractive to the older population demographic could also work in attracting their younger family members, who would want to stay close to them.

Ms. Schafer suggested that no linking should be done in the infancy of this project. The Committee's biggest concern should be on how to get these posts to the top of the heap, and how to get more people following the EDA Facebook and Twitter posts. She added that 1 out of 25 people who come to visit Peterborough will eventually move here, so therefore the top priority is to ensure visibility through the provision of quality content and appropriate commentary. Ms. Schafer added that the photographers should be asking themselves these questions: "Is it unusual?"; "Does it advance the goals of the EDA?"; "Does it hit the target audience?"

There was a question on whether providing the phone number to the Chamber of Commerce would suffice as an opportunity for individuals to find out more information about the Town, regarding tourism, housing, or available commercial space.

Mr. Morison claimed that he did not believe that linking would be a big deal for the targeted demographic. If he wanted to learn more about an event, he would just search for more information on Google. However, there are ways on Instagram where clicking or tapping on the posted picture will bring you directly to a website. He provided an example with the Instagram account for Car and Driver, an automotive company he follows.

Mr. Throop suggested that these linking questions should be discussed directly with Millennium.

V. Themed Schedule Approval

Ms. Schafer inquired on whether the approved themes sent out by Millennium should be switched. There was concern that waiting for Friday night to promote "nightlife" for that weekend would be too late.

Ms. Vincent questioned if the offer to expand posts to all seven days of the week would be plausible in the future. She and Mr. Morison agreed that weekends were the times where people would be most free to be spending time on social media. It was suggested that in the future, it may be possible to swap out postings on Monday for postings on Saturday.

The new weekly schedule was amended to the following:

Monday: Business as Usual

Tuesday: Landscapes

Wednesday: Family Activities; Camps & Education

Thursday: Nightlife; Out & About

Friday: Arts & Culture; History

Ms. White moved to accept the themes as amended. All members present agreed.

VI. Upcoming Events and Postings

Chair Dennler asked for a list of what the volunteer photographers were going to start photographing. Ms. Vincent asked for the First Friday event in Depot Square to be covered by a photographer. Ms. Schafer asked Ms. Vincent for a schedule or flyer so she could determine the best activity/event to shoot. Committee members bounced around ideas for where to get pictures for the “Camps & Education” theme. Ms. Vincent noted that they shouldn’t be strictly dependent on ConVal School District activities, but also feature home-schooled children or groups that offer educational classes and activities. The group suggested Adam’s Playground, graduation from ConVal, and the Cornucopia project as other possible sources. In regard to pictures for the “history” theme, the group agreed that Corinne Chronopoulos, Town Library Director, as well as the Monadnock Ledger for photos.

VII. Dropbox Tutorial

Mr. Throop showed members how to access a Dropbox account that will be shared with Blake Cornellier and Jessica Chabot from Millennium. Folders will be set-up as follows:

Millennium Draft Posts for Approval

Releases

TOP Approved Posts

TOP Submitted Photos

A photo index was also created as an Excel file, so all submitted photos will have a reference number in the index, which will give everyone more information on what the photo is and what it is representing.

VIII. Further Commentary

There was a brief discussion about the differences in promoting Town-run programs and independently run programs.

Ms. Bixby suggested that photo contests could be done for large events as a way to not only promote the upcoming event, but have more inventory for throwback pictures in the future.

IX. Next Meeting: Friday, May 11th, at 3:00 PM.

X. Chair Dennler adjourned the meeting at 4:45 PM.