



TOWN OF  
**PETERBOROUGH**  
NEW HAMPSHIRE

1 Grove Street  
Peterborough, NH 03458  
Office: (603) 924-8000 x 104  
Fax: (603) 924-8001  
Email: [ocd@townofpeterborough.us](mailto:ocd@townofpeterborough.us)  
Web: [www.townofpeterborough.com](http://www.townofpeterborough.com)

**Economic Development Authority  
Marketing Subcommittee Meeting**

Friday, June 22, 2018 – 8:00 A.M.  
Select Board Meeting Room

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

Committee Members Absent: Marie Cassady; Martha Schaefer

Staff Present: Kristin Bixby; Pete Throop

**I.** Chair Dennler called the meeting to order at 8:10 AM.

**II.** Minutes from May 24<sup>th</sup>, 2018

Ms. Vincent moved to accept the minutes. Mr. Morison seconded the motion.

Minutes from June 13<sup>th</sup>, 2018

Ms. White moved to accept the minutes. Mr. Hamilton seconded the motion.

**III.** Discussion on Contract Renewal with Millennium Agency

Chair Dennler told the Subcommittee members that they would need to make a recommendation to the EDA about whether they would like to extend the contract with Millennium Agency. She added that she thought it was safe to presume that the members had all given this some thought and were ready to vote. She also noted that Mr. Throop had already talked to the runner-up, about whether they would be willing to accept the contract this time around, if that is the path that the Subcommittee would like to take. This local agency had expressed a willingness to accept the offer. This led to a brief discussion by subcommittee members. Some topics that were discussed were that there was still not an abundance of followers to the page, although, Chair Dennler did clarify that the subcommittee did not spend any money on boosting a post; that there was a disconnect on the wording of the posts and the visioning that members had in mind; and that the photography side of the process had become burdensome on the volunteers, between time constraints and the lack of high-quality photography equipment. Mr. Hamilton noted that if another agency was chosen, he would still like to see a probationary period enforced. Mr. Throop suggested a six-month contract could be used going forward. Subcommittee members came to an agreement that another three-month contract would be fine.

Mr. Hamilton moved to not renew the contract with Millennium Agency. Mr. Morison seconded the motion.

Ms. White added that the motion should be amended to include that this decision would be made concurrently with the enactment of a 3-month contract with Drum, the runner-up in the initial bid.

Ms. White moved to accept the motion as amended. Mr. Morison seconded. By voice vote, all members present said "aye."

Chair Dennler wished to clarify whether the subcommittee would like to continue to use the calendar themes with the new consultant Mr. Morsion said that he would like to give the new

company a chance to make other suggestions. Mr. Throop asked the subcommittee whether they would like to spend the money allocated for boosting posts. Chair Dennler said that she would prefer to save the money for now, but it is ultimately dependent on whether the funds have been invoiced yet.

Mr. Throop clarified that ultimately, the hiring process would be done by the Select board, based on the recommendation received by the EDA as a whole.

#### IV. Upcoming Events and Postings/Finishing July Calendar

Some more upcoming events were discussed to finish the July calendar. Chair Dennler reiterated that rather than finding a way to equitably determine which businesses and restaurants we should include in our posts, the subcommittee will follow Martha's lead and reach out for input from those businesses who wish to be included. Chair Dennler also mentioned wanting to have a healthy living week, where businesses featured could range from gyms to farmers markets, but the subcommittee did not find a spot for one this month. Ms. Vincent mentioned that soon every Friday there will be music in Depot Park, and would send in the drafts of the posters. The question of band promotion came up, and Ms. Vincent commented that as long as the concerts are free, they could be posted about as lifestyle events without it being seen as promotion. Chair Dennler agreed that this was a fair approach.

Ms. Vincent asked to clarify whether the "restaurant week" that the subcommittee referred to on the calendar was just a week where the subcommittee was committed to posting about restaurants, or if it was part of a larger, advertised "Restaurant Week," in which it was confirmed that it was not in conjunction with a formal "Restaurant Week." She then asked if it would make more sense to naturally post about restaurants when news and events come up. Ms. Vincent went on to mention that the upcoming weeks are kicking off the summer vacation season, and more time could be spent on highlighting various places that families could go for a vacation or a day trip. Mr. Throop added that there are several places to promote for recreational activities that are just outside the Town boundaries. Chair Dennler said that at least for now, she wanted to keep the posts about Peterborough. The Board agreed that "restaurant week" is going to be minimized to a couple of days initially as they focus on highlighting our lakes, rivers, and parks while people are still planning vacations. Mr. Throop agreed to provide statistic on conservation land to help aid posts for July 10<sup>th</sup> and 12<sup>th</sup>. There was a brief discussion on whether maps could be used in posts instead of just pictures. Mr. Morison commented that he thought there may be a way to imbed maps on at least one of the social media sites.

#### V. Next Steps for the Marketing Committee

Chair Dennler said she didn't know if the subcommittee needed to meet with Drum to go through the entire August agenda in the same way that the subcommittee had been Millennium Agency, but would still want to have the ability to approve posts, and keep the inclusive Dropbox account. Chair Dennler added that it was not clear to her of what else the Marketing Subcommittee needed to be doing now that the photo submittal and approval piece of their work will mostly subside after July. Mr. Throop answered that when the subcommittee feels that they have the capacity to do something else, they should start looking into other projects.

Chair Dennler noted that the subcommittee will need to set up an open call meeting with the new company in order for them to get up and running for August, but in the meantime, Dawn Wivell, the consultant from Firebrand International, should start to have more information about the direction of the Town's marketing. Mr. Throop said that in early July, the subcommittee and Drum will need to establish a direction for where they are headed with the draft posts, and noted that the formal processing of their contract may not be done until the middle of July. Chair Dennler wanted to make sure members kept their schedules open for the morning of July 20<sup>th</sup>, so they can go over what Drum would have planned for August's scheduled posts.

- VI.** Next Meeting: Friday, July 20<sup>th</sup>; *meeting time TBD*
- VII.** Ms. White moved to adjourn the meeting, seconded by Mr. Morison.  
Chair Dennerl adjourned the meeting at 9:15 AM.