



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, July 20, 2018 – 8:00 AM  
Select Board Meeting Room

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

Committee Members Absent: Marie Cassady; Pelagia Vincent

Staff Present: Kristin Bixby, Pete Throop (OCD); Lisa Betz (REC)

Others Present: Rory Hurley (Drum)

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

**II.** Initial Meeting with *Drum*

The committee discussed the logistics of the transition over to Drum providing social media posts for the EDA Facebook and Instagram accounts. Mr. Hurley explained that Tuesdays and Thursdays seem to be the “hot days” for activities on these platforms. It was proposed that these days would have a post every week, and another day would be chosen based on what is going on in town that week. The rest of the money allotted each week would go specifically towards an add. In Instagram, this add will allow a direct link to another website.

There was discussion on how at the last EDA meeting, other members had commented that the past posts had looked more like a tourism effort and needed more business content. Chair Dennler questioned whether some posts would be best shared on Town-associated Facebook pages other than the EDA page. The subcommittee discussed whether one day should be devoted to business, and how much structure they should start with now that Drum will be doing the posting. Mr. Hurley agreed that the structure of having one day be devoted to business would be helpful. In response to a question from Ms. White related to needing introductions to business owners, Mr. Hurley stated that he believed Drum was already pretty connected around town.

Mr. Hurley shows what Drum has put together that could equate to a months-worth of posts. A new addition to posts will be occasional short video clips. One of the video clips they have already made shows an aerial view of a section of Town, taken with the company’s drone. Subcommittee members took interest in having drone capabilities for content. Ms. Bixby noted that she appreciated more creative hashtags being used that may get the content in front of more people. Ms. White and Chair Dennler both commented on the idea that the posts had “I” and “we” statements and that Drum should try to give the account its own personality in hopes to help with overall branding and connecting with people in the community. Mr. Throop added that although he was in favor of the idea, a personality should emerge organically. Chair Dennler commented that the content has a more youthful approach.

Mr. Hurley mentioned an idea for historical posts, which would turn them into a periodic series. He also shared an idea of a taking quick video of a town softball team playing under the lights on one of the Recreation fields.

Chair Dennler asked the subcommittee on input regarding the level of monitoring they would like to do before Drum posts information. Ms. Schaefer said that she was impressed enough that she did not feel the need to review everything beforehand. Ms. Betz suggested that letting the team at Drum play for a month will allow the subcommittee to get out of the mindset that they have been put in after working on this for a few months and be able to better process a new approach and perspective.

Ms. Schaefer added that the posts could also have more focus on opportunity instead of what Peterborough already has, appealing to people who may be saying, "I would like to live in Peterborough, but I do 'x,' so what is there for me?"

Ms. White moved to let Drum use their own perspective to develop posts on the EDA Facebook and Instagram pages for month, after which further review will ensue. Ms. Schaefer seconded the motion. By voice vote, all members present agreed.

Ms. White moved to have the Marketing Subcommittee recommend to the EDA for Drum to be hired as a new consultant as asked for in the recent Request for Proposal to manage EDA Facebook and Instagram posts. Mr. Hamilton seconded the motion. By voice vote, all members present agreed.

### **III.** Next Steps and Loose Ends for the Marketing Subcommittee

Chair Dennler noted that the last week with Millennium for posting looks good, with pending posts about Nut'n Ordinary, Rosaly's Farm, and Froling Energy.

Mr. Throop clarified that the branding project with Firebrand International will be guiding the direction of future projects. He noted that the members should start looking at a number of bigger strategic questions, like a how to guarantee a more coherent presence online [although he felt strongly that this initiative should stay primarily on the EDA Facebook page], and how to accurately gauge how many people are getting attracted to the material apart from people who are guided there through subcommittee members. There was discussion on how local businesses and the Greater Peterborough Chamber of Commerce were currently tracking tourists. It was mentioned that the Chamber often keeps track of foreign license plates.

Chair Dennler also noted that down the line she would like to discuss the possibility of the Town getting a new website. Mr. Morison brought up the idea of a landing page, which had been previously discussed. Mr. Throop explained that just doing that page would still have an added cost with the current website service provider. It would be easier to do all updates at once. He suggested that another conversation about the website should wait until Firebrand International produces more deliverables. Chair Dennler added that in the meantime, there should be better cross-promotion of pages. Mr. Hamilton suggested that a direct link to the EDA Instagram pages should be added to both the Town and EDA website.

### **IV.** Minutes from June 22<sup>nd</sup>, 2018

Ms. White moved to accept the minutes as amended. Mr. Morison seconded the motion.

### **V.** Next Meeting: Friday, August 24<sup>th</sup> at 8:00 AM. *Meeting room TBD*

### **VI.** Ms. White moved to adjourn the meeting, seconded by Mr. Hamilton.

Chair Dennler adjourned the meeting at 9:15 AM.