



TOWN OF  
**PETERBOROUGH**  
NEW HAMPSHIRE

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## Economic Development Authority Marketing Subcommittee Meeting

Friday, August 24, 2018 – 8:00 AM  
Select Board Meeting Room

Committee Members Present: Christine Dennler (Chair); Adam Hamilton;  
Martha Schaefer; Pelagia Vincent

Committee Members Absent: Nate Morison

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

**I.** Chair Dennler called the meeting to order at 8:05 AM.

**II.** Minutes from July 20<sup>th</sup>, 2018

There was a brief discussion on the wording used when there was a discussion regarding how businesses may track where their customers are coming from. Ms. Schaefer moved to approve the minutes as amended. Ms. Betz seconded the motion.

**III.** Analysis of Social Media Postings

The committee discussed the differences of the posts generated by the two different consultants hired for social media posting and maintenance. Chair Dennler received a first month report from the EDA Facebook page, now managed by *Drum*. The Chair volunteered to continue to be in charge of providing information on posting and outreach analysis with regards to the EDA Facebook and Instagram accounts. Chair Dennler reiterated that it is important that members should not only like posts on the pages, but also share posts so they can reach a wider variety of people. Mr. Hamilton asked if the quota of four posts a week were being met. Chair Dennler confirmed that the posts are adequate now that the new contract is in full swing. Mr. Hamilton also inquired about what “boosting” posts accomplished. Chair Dennler explained that boosting helps get more posts out to the target audience, encouraging more social media members to follow the page.

**IV.** Giveaway Program on EDA Social Media

Mr. Hamilton asked if some sort of “giveaway” event be arranged as an attempt to gain more followers. The event could instruct people to tag, like, and share posts from or for the EDA pages. Ms. Schaefer noted that the giveaway should focus on businesses and not tourism. There was a brief discussion on what types of businesses should be contacted to form a getaway package. Some ideas given were related to lodging, discounts for dining at a selection of Peterborough restaurants, and tours of some of the newer businesses and shared entrepreneurial spaces. Ms. Schaefer and Ms. Vincent both noted that they have contacts for one of the local inns.

**V.** Business Inventorying

Chair Dennler noted that it was an issue that there is no updated, comprehensive list of all available office, industrial, or retail space within Town. This would be a great item to promote going forward. Ms. Schaefer said that she has contacts with local realtors and could check on whether they have a list going. Ms. Vincent added that Chub Whitten [a current member of the

EDA] had created a list for vacant space, and that should be used as a baseline going forth. Chair Dennler also asked Ms. Vincent if she would be able to ask downtown business owners to provide any data they have pertaining to where their visitors are hailing from [how many are local versus out of state; etc]. She mentioned it may also be useful to get information from a gas station, or one of the Dunkin' Donuts.

## **VI. EDA Social Media Persona**

Chair Dennler noted that *Drum* had inquired about creating a persona for the EDA Instagram and Facebook accounts. The intent was to make it easier to create posts from a first-person perspective. They had thrown out the idea of calling this persona the “Mayor of Peterborough.” The general consensus was that most members thought the idea of a persona would be interesting to pursue, but Chair Dennler noted the title of “Mayor” was too official. Ms. Betz suggested her favorites, which were “Baron of Peterborough” or “Peter Boro.” Ms. Vincent extended that suggestion to “Pete O’boro.” Ms. Vincent added that she thinks it would be nice to not take this too seriously, and pick a name that would capture the fun spirit of the Town and the business community. Ms. Schaefer did note that she was not in favor of acquiring a persona for the official EDA pages. Considering the EDA is a main source of tourism and business promotion for the Town, it didn’t seem professional to take on a persona. Chair Dennler added that past posts have been on the more serious side, and that she thought a persona idea could be nice to test, but she wasn’t sure how it would overall affect the likelihood of gaining subscribers from the target demographic [Millennials – young professionals and families]. Mr. Hamilton asked if the committee was still happy with the name “Peterborough Works,” and how this new persona would affect that. Chair Dennler clarified that the account names should not be changed, as it may confuse current followers. Ms. Betz suggested that if a persona was agreed upon, the EDA website could have a section where it tracked a storyline of this persona. Ms. Vincent suggested that this persona could also be a rotation through different figures, each with unique perspectives of Peterborough. She added that they could even be historical figures that had a connection with Peterborough. Chair Dennler suggested that a general historian, with a gender-neutral name, could also be an option. Ms. Vincent then added that the rotating characters could also be real people who represent different industries in Peterborough, showing what the Town has for opportunities to fit the needs of their niche interests.

## **VII. EDA Flyers**

Chair Dennler noted that the Marketing Committee may want to consider taking on the task of refilling flyers pertaining to the promotion of the Peterborough Economic Development Authority and its website. There was a brief discussion on what may need to be updated on the flyers before more are printed. Ms. Bixby will bring existing flyers to the next meeting in order to start further discussion on this matter.

## **VIII. Town Website**

Chair Dennler noted that she would still like to explore the option of having a splash page on the Town website, and see if the EDA would be able to budget for funding Town website updates. This topic will be discussed further in future meetings.

## **IX. Next Meeting: *TBD***

## **X. Ms. Betz moved to adjourn the meeting, seconded by Ms. Vincent.**

Chair Dennler adjourned the meeting at 9:00 AM.