



TOWN OF  
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NEW HAMPSHIRE

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## Economic Development Authority Marketing Subcommittee Meeting

Friday, September 21, 2018 – 8:00 AM  
Recreation Department Meeting Room

Committee Members Present: Christine Dennler (Chair); Martha Schaefer; Pelagia Vincent; Darci Hammer

Committee Members Absent: Adam Hamilton; Nate Morison

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

Others Present: Eddie Gomez II and Rory Hurley, Drum

**I.** Chair Dennler called the meeting to order at 8:00 AM. She welcomed Darci Hammer as a new committee member.

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

Ms. Schaefer moved to approve the minutes as amended. Ms. Vincent seconded the motion.

**III.** Discussion of Social Media Policies

Chair Dennler asked committee members to weigh in on whether posts should be focused just to Peterborough, or to a larger region. She noted that there had been a few posts of events and/or places outside of Peterborough (Antrim, Frankestown, and Keene). Ms. Schaefer noted that the Greater Peterborough Chamber of Commerce does the surrounding region, so the EDA should be focused on Peterborough. Ms. Betz ventured the idea of not naming the other town, and instead focusing the post on events happening “just outside of Peterborough” or “in a neighboring town.” Ms. Schaefer contended that that would still be promoting other towns. Ms. Vincent asked about what was included in the “Greater Peterborough” region, with Ms. Schaefer clarifying that the towns ranged from Hillsborough to Rindge (although Hillsborough uses their own chamber). She went on to say that it is roughly the same towns within Peterborough’s SAU, plus Jaffrey and Rindge. Ms. Hammer asked that instead of creating separate posts for those communities, if it would be fine to just “share” posts from the Chamber about what is happening regionally. Chair Dennler said that for now, the committee should advise Drum to focus on Peterborough posts until absent members and staff had an opportunity to weigh-in. Furthermore, since this was a hot topic of discussion, Mr. Throop suggested that this issue be taken to the EDA as a whole on their meeting next Tuesday.

In response to a question from Ms. Hammer, Chair Dennler explained that decisions on content have been up to the vendor. With past contracts, the committee had almost exclusively decided on content, but now with a more local vender, they had decided to give them a little more choice in deciding what to post. However, it is always good to set some basic guidelines. In regard to a post that inaccurately referenced a local business, Ms. Schaefer added that one of those guidelines going forward should be that the social media poster should always be in contact with businesses before posting about them, to make sure they know they are getting recognized and to gauge any

potential phrasing issues. Ms. Betz added that a good start is to always look at the website/social media page of the group and see how they reference themselves.

#### IV. EDA Brochures

Chair Dennler notes that the EDA brochures should be used-up, but going forward, the brochures should be updated. Laura Norton distributes the brochures to different locations around town. Ms. Bixby noted that the EDA has also allocated funds to put them in jobbers along major highways. Ms. Vincent suggested the use of a non-profit for in-town distribution.

#### V. Committee Member Reports

Ms. Schaefer had reached out to different realtors and property owners to begin a consolidated list of available space. Once completed, it should go onto the EDA website. Ms. Schaefer noted that the property that stands out is Vose Farm, which already has a separate promotion going. She also noted that some of the space is very hard to track down. There may be issues in assuring that it is a comprehensive list.

Ms. Vincent reached out to different Depot Square business owners about providing information on where visitors are coming from. She noted that Sharon Arts had been very responsive in getting information. She asked if she should be asking for quarterly or monthly reports. Chair Dennler said that either is fine, but if it is just as easy to send monthly reports, they might as well.

#### VI. Discussion with Drum

Chair Dennler explained that as of right now, the Committee would like Drum to stick to posting about things directly related to Peterborough. If an event is happening outside of Peterborough, but has strong participation from Peterborough residents/businesses (like the upcoming Art Tour), then it would be okay to post about it, but the post should be specifically representing Peterborough's involvement.

In reference to the idea of creating a contest, Mr. Gomez wanted to clarify that their job was to organize the promotion of a contest, and not put any packages or prizes together. Chair Dennler assured him that promotion was their only role, and that the package was still coming together. Mr. Gomez said that as soon as the package is pulled together, Drum will start boosting the contest to outside regions. There was a discussion about where people should be sent to learn for more information. To enroll in the contest, a form will need to be set-up on either the EDA or Town website. Currently, Drum does not have the capability to set up that type of form with the permissions they have been granted on the EDA website. Ms. Schaefer added that there doesn't need to be a rush to do the contest now. Heading into winter may not be the best timeframe. Chair Dennler added that it may be good to hold off to Spring 2019 and try to match it with the Main Street Bridge closure.

In reference to outside markets to boost posts, Mr. Gomez noted that there had been more requests from the regions from Philadelphia, PE and Cleveland, OH, and more page visits from Boston, MA and Providence, RI. He also noted that the current ad campaign is being boosted to Providence, Boston, and New York. Mr. Throop suggested that there may need to be some research into marketing to other areas, particularly ones that don't also have labor shortages, in hopes to grab people who may want to relocate for career opportunities. Ms. Schaefer and Ms. Vincent noted their attempts to do start getting analysis on who is visiting and relocating from the local area. Ms. Schaefer added that there has been a trend that many new businesses popping up in New Hampshire tend to be in "specialty foods." Ms. Hammer noted that there should be a more cohesive place to go when you are looking for help on relocating a business to this area. Chair Dennler added that the Monadnock Community Hospital may have some information on job recruitment for the healthcare industry. Mr. Gomez shared the idea for starting to post short

interviews with individuals who live and/or work in Peterborough. The Committee agreed that it would be fine to interview business owners who don't live in Town, as long as the focus is on why they chose to have their business in Peterborough. However, posting about job openings at named businesses is crossing the line for business promotion. A note about a certain industry as a whole (ie. manufacturing, healthcare) having many job opportunities could be fine to post.

- VII.** Next Meeting: *Wednesday, October 24<sup>th</sup> at 8:00 AM at the Recreation Department Meeting Room. Drum will be joining the meeting at 8:30 AM.*
- VIII.** Ms. Betz moved to adjourn the meeting, seconded by Ms. Schaefer.  
Chair Dennler adjourned the meeting at 9:30 AM.