

Bi-Town Committee Meeting

February 10, 2016

Mike Chase, Gretchen Havreluk, Ken Black, Sharon Cunningham

December 2015 Minutes approved.

Videographer-Mike recommended Tom Byonos or Dillan Demurs. One has a drone but is not currently certified by FAA. However, by the time we would want drone footage (Summer/Fall) we anticipate that he will be certified. Mike is checking on rates.

Centro Update-Google AdWords

Centro sent us their suggestions. Mike suggested that some of the titles are goofy and not relevant. Sharon is going to do first run through of all of the blocks, editing for content. She will pass to Gretchen & then Ken before we present final product to entire committee prior to launch in March. There is a limit on characters per line.

Vickery Hill Update (Survey Mechanism)

Vickery Hill will make it work and come in at our budget of \$15,000.00

We are looking for a launch of the mechanism July 1 with testing at select businesses beginning in June. We should have a “Basecamp” set up with Vickery Hill for this project fairly soon so that the entire Bi-Town committee can review progress on the survey mechanism as it is being built.

Vickery Hill will have a mock-up of the survey to the committee by this Friday 2/10/15
Survey will address why businesses believe they are up or down this year over last year same date (Weather, Holiday, Valley Event, internal promotion, or advertising).

Guest survey with opt out list.

Year Two Creative refresh

Opus created the ads last time, we might use them again. Sharon created the text content for the Facebook ads using the opus creative last time and has requested that someone with a marketing degree be hired to create the text content for the refresh.

What’s our focus/What makes us special? (Summer & Fall)

LAKES...lakes and more lakes.

Families enjoying outdoor activities (lakes, hiking)

Festivals

Bald Eagles

Foodies

Artists/Artisans

Need photos--Gretchen as already received quotes on existing images from area photographers ranging from \$10 to \$100.

Ken has asked for quarterly cash flow projections which will be available for the select boards. Currently we have only spent a minimal amount of money. Mainly on blogs. Centro will bill on a cycle once the work has commenced, and we will be giving Vickery Hill a 1/3 deposit once we have a contract signed with them. The committee does not believe that we should request the 2nd year funding until we have spent more of the funding which we have already received. In the next month or two we should see this go fairly quickly.

Submitted by Sharon Cunningham 2/10/16