

Bi-Town Marketing Committee Minutes

12/9/2015

8:31 Meeting called to order

In attendance: Gretchen Havreluk, Sharon Cunningham, Mike Chase, Pat Weisbrecht as Dover Economic Development Representative.

Financials:

Chamber has transferred \$500 from the Bi-Town marketing funds to pay for Facebook advertising of Blog Posts through December 31, 2015.

Chamber has transferred \$200 from Bi-Town Marketing funds to pay for administration work from November & December.

Blogs: Anita Rafael has been contracted to write blogs on specific key activities. Her first blog was about the Shop Local program with the next two blogs expected within 8 days. The first will be about Fine Dining and the second Country Inns & B&B's.

After boosting Anita's post as well as the Driving in Vermont Blog (which had already received 1500 organic impressions within 7 hours of posting on Facebook) we were able to track results for traffic to the visitvermont.com website as well as growth on our Facebook page.

Mike had a concern regarding the content of the Driving in Vermont Blog "Rules of Engagement" due to a photo of a car stuck up to its fenders in mud.

All future blogs submitted will be approved by Sharon, however content that could cast a negative perception on the valley experience should be addressed prior to publication.

Adwords:

Mike reported that Centro will not run a campaign for less than \$500.00/month. This is well within the of \$8000.00. Mike has sent out a request for a revision to the contract with Tom Burke from Centro and anticipates that it will be ready to sign this afternoon.

Surveys:

Creating platform & Software. Mike has a quote of \$17,000.00 from Vickery Hill, but expects that we would be able to recoup some of this once the programs are built, as Vickery Hill would more than likely sell the finished products to other Chambers. The other vendor that Mike is working with, RRC, has not established what information they would need from the committee in order to provide an accurate quote. Committee recommended that we work with Vickery Hill and move forward if we have not received a quote from RRC by the end of this week.

Questions for Surveys: Key areas covered were specific to lodging and what kind of data we were looking for. The committee decided to that real numbers's as opposed to percentages would give the committee better results when they have been averaged out.

One question that was not decided was weather the real numbers would also be actual revenue from each lodging business. There was concern that fewer businesses would be willing to participate if actual revenue numbers were required.

Next Steps:

Selectboard Agendas:

Gretchen is setting up a google doc for ALL committee members to edit for talking points to both Selectboards.

Gretchen already has the committee report on the Wilmington Selectboard Agenda on 12/16. Pat confirming today that the committee report is on the Dover Selectboard Agenda on 12/15.

It is felt that it is very important for there to be additional representation beyond each towns Economic Development Department at each of these Selectboard meetings. Sharon will be late to the Dover Selectboard meeting.

Adwords: Who is choosing? Committee, Centro, Use the Key Activities as a guideline. Sharon will contact Centro after contract is signed to review with Tom Burke.

Next Bi-Town Meeting is 1/13/15 at 8:30 AM

Respectfully Submitted,

Sharon Cunningham