

Bi-Town Marketing Committee Meeting

March 9, 2016

Gretchen Havreluk, Ken Black, Sharon Cunningham, Mike Chase (via Skype)
Brandon McGrail-Hermitage Club Director of Communications

Meeting Called to order 8:00AM

Gretchen made a motion to approve February minutes. Ken seconded.

The question was raised if the towns should be invoiced for the second payment. The committee agreed that while much progress has been made, there have been limited payments made from the existing funds. We anticipate that this will change relatively quickly.

Bloggers: Still working on getting more bloggers, or more consistent bloggers. Gretchen recommended Chelsea Wade. Chelsea has submitted an application and writing samples and has been approved for submissions. Chelsea is not familiar with the area. Gretchen & Sharon have volunteered to find comp activities, meals and lodging for a potential stay for Chelsea in May so that she can have plenty of material to draw from. Caroline May from the Hermitage Club had offered to comp a night at one of the Hermitage properties.

Leslie Brun has also submitted an application, writing sample and potential blog which are in the review process.

Ken has talked to Mike Purcell again regarding a fat tire biking blog.

Anna has another article she is planning on submitting.

Survey: Mike forwarded a quote from Vickery Hill to Gretchen for the Survey build out. The quote for the build out is \$23,000.00. This is \$6-\$8,000 more than the original amount budgeted for by the committee based on a rough estimate.

Ken will be reviewing the budget to see if it is possible to reallocate most of the **minor creative refresh funding** (\$10,000) to pay the balance of the survey mechanism.

Once budget revisions have been completed committee will vote by email no later than April 13th regarding signing contract with Vickery Hill for the quoted survey Build-out.

Vickery Hill will give us a recommendation for survey questions based on the initial input that was sent to them by the committee in February.

Gretchen asked what the minimum of businesses reporting is required for accurate survey reporting for Vickery Hill.

Tracking Pixel: Need to hire someone to install on all websites. Gretchen recommended that we put the pixel on hold until the survey is built out.

Centro Update: Sharon reported that Centro had launched the Bi-Town marketing campaign March 1 with the key words that were approved by the committee. Total impressions through March 8 was 77,109 with an Average CPC (cost per click) of \$2.88. Mike said that this was a good rate. The click throughs translated into the following via the Chamber's google analytics.

Specific reports will be provided to Selectboards and upon request.

Creative Refresh: will involve new digital images in the existing banner ads originally created by Opus Design. Sharon will get quote from Opus for cost of just changing out the images.

New images. Committee identified ideal categories for creative refresh based on initial return on Centro marketing. Continue with lake and food theme, but new graphics. New categories include hiking (trail/scenic shots) Shopping (an antique store transitioning into a festival/craft fair), biking (mountain biking transitioning into motorcycle). Food was recommended gearing towards more of the Farm to table. Brendan recommended reaching out to restaurants for creative they would be willing to donate/sell license to of close up shots of food. He also recommended that the transition shot be of vineyard, blueberry field, etc.

Ken recommended approaching Stacy Birch for photos. Committee recommended that price per photo should be \$50.00.

Sharon will write a press release soliciting photographers, with existing images in the categories the committee has identified.

Sharon will email all google analytic report and Kenshoo(Centro's reporting site) to the committee.

Sharon asked Gretchen & Ken to start brainstorming on all of the information that they would like to have available to the Selectboard for presentations which will be May 3 & May 4th.

Next committee meeting is 8am at the Chamber of Commerce on April 13, 2016

Respectfully submitted,

Sharon Cunningham