

BI-TOWN MARKETING COMMITTEE AGENDA

Friday, August 21, 2015

Appoint Chairperson, Vice Chairperson and Secretary

Review digital ad campaign created for Winter 2015-2016

Select vendors for:

- Reporting-Initial setup and hosting

- Tracking Mechanism for business websites

- SEO

- Bloggers

Keyword selection- Brainstorm keywords for SEO

Blog & Article Topics- Brainstorm blogging topics

Request funding from Towns (\$14,206?)

Review Action Items:

Future Agendas:

- December - Report to Select Boards