

Bi Marketing Committee Meeting

11/4/2015 8:30AM

Mike Chase, Adam Grinold, Gretchen Havreluk, Ken Black, Sharon Cunningham

Blogs:

Weekly blogs are being posted. These are being done in house at the Chamber until we have blog posts submitted by other solicited authors. Kelly Pawlak has submitted a blog post and it is up on the site at this point. We will use a portion of the money allocated for submitted blogs in 2015 to pay for social media boost of the blog.

Anna Drowdowski -Gretchen

Jack Deming-Sharon

Mike Purcell-Ken

Andy McClean (possibly)-Ken

Suggestions for streamlining the process:

1. Potential Blog Authors will be provided with the list of key activities
 - a. These will have been further broken down into categories
 - i. Will help us to pinpoint/solicit specific authors/blog posts
2. Potential Authors will submit a writing sample
3. Potential Authors will receive a packet which enumerates specific goals for blog posts.
 - a. Original Content 700-1000 words
 - b. Image files that they own if they believe they are applicable
4. Keywords in article should be
 - a. Southern Vermont
 - b. Deerfield Valley
5. Once all conditions have been met, and blog article has been accepted author will receive \$50 payment per blog article.

Videos/Vlogs

1. Recommend a professional video of the entire valley.
 - a. Drones were mentioned
 - i. Ken Black said that according to Dover ordinance as it is written, drones are not allowed in Dover. Will check into this
 - b. This could be two different businesses. One to shoot the other to edit
 - c. Recommended that we get in touch with Jeff Silverman, Luke Stafford, Tom Vianos. And other professional video providers in the region (VTTV)for quotes.
 - i. Pricing will determine how many times annually we will be able to update/create a new video of the valley
 - d. Audio to go with it?

- e. Payment for Video would be from social & creative portions of overall Marketing budget.

Reporting:

Mike has reached out to Vickery Hill & RRC. Will have proposals from both for reporting mechanism by the end of the week.

Advertising:

Mike recommended giving Centro our ad words & budget and telling them to go.