

Bi-Town Marketing Committee Meeting

October 14, 2015

Attending via Skype: Gretchen Havreluk, Mike Chase, Ken Black, (Laura Sibia-her connection broke early and was not able to be reestablished). Sharon Cunningham

Updates:

Gretchen contacted Crafts Inn, Anchor Restaurant, Zoar & River Valley Market about potential surveys and tracking mechanism. All were excited about the the surveys and okay with the pixel. River Valley noted that they do not have a website.

- Specific Survey question ideas
- Lodging* Weekend vs. Weekday
- Restaurant *Lunch vs Dinner week over week.
- Retail * Total Transactions. Transactions week over week and year over year.

Ken contacted the Grey Ghost and they were also enthusiastic about this. He wants to talk to Phil Gilpin Senior about it, but wanted to see what incentive would be for non-chamber members to participate. Potentially a better listing than the basic listing currently available to non-chamber members, but still not all the bells and whistles of full member listing.

Possibility of Quarterly Report of Zipcodes from Tracking pixels

Mike reminded that we should be doing not just a businesses survey, but also a generic guest survey...maybe something that prints out on a receipt. The Chamber would get all of the information & disseminate.

Weekly survey was suggested.

We should ask for historic data. If there are no actual numbers, at least ask if they "feel" like there numbers were better or worse year over year for the same dates.

What about the resorts?

Mike indicated that Mount Snow would participate but the size of some of their businesses, Grand Summit, might skew the results.

Hermitage Participation? Specific Inns & Restaurants?

Mike is reaching out to one other company about creating survey, otherwise he recommends Vickery Hill. He hopes that if Vickery Hill does create this survey component for us that Vickery Hill will either give it to us for free or at a steep discount as we will be a pilot program for them to demo to other areas to sell this service.

Tasks:

Mike will work with the chosen company to create a dummy survey to present to a few area business.

*Follow up will be if they felt it was easy, and if they think any other questions should be included.

The Chamber is currently using Centro for most of our digital advertising. Mike recommended that we use them to create the tracking pixel and linking to the adwords that the committee has selected.

Our budget includes funds to pay to have someone insert the tracking pixel into business websites.

Sharon- Will send the committee and excel list of all business currently on the Chamber website. This will include all non-chamber members as well.

Ken- Will set up a financials reporting mechanism.

Gretchen, Ken & Sharon-Continue to give businesses the "heads up" about the coming survey and tracking pixel to build excitement.

Bloggers-Need articles about the region starting with local authors.

Suggestions were Lisa Sullivan, Kelly Pawlek, maybe Colby Dix.

Also a nice professionally produced video of the valley.

Respectfully submitted,

Sharon Cunningham

Next Bi-Town Marketing Meeting will be 11/4/15 at 8:30am