Bi-Town Marketing Committee Meeting

May 11/2016

Mike Chase, Gretchen Havreluk, Ken Black, Thad Quimby, Sharon Cunningham

Committee discussed business survey information. Decided that restaurants would report by cover not by check. In the case of the few businesses who count checks, not covers (Wahoo's was an example), we will ask the business owner to use simple math to determine what they believe their average sale per person is and using their sales totals from the week determine an estimate of how many covers they did during the reporting period.

The committee talked about if we were just reporting for dinner or for lunch & breakfast as well. The committee decided that it did not matter, just that the report would pull the businesses hours from the visitvermont cms to help find the average covers per hour during each reporting period. Sharon was to call Steve Butcher to confirm that this was doable. Steve confirmed that it was for both Chamber & non-chamber members to have enough functionality on the CMS so that non Chamber members can enter in ALL of their contact information, hours of operation, etc but this information will not be live on visitvermont.com until the non-chamber member pays their dues. The survey mechanism will still be able to pull the hours of operation from their CMS listing.

There was discussion about print media in addition to digital media.

Creative Refresh-

Sharon will send access to the images for the creative refresh to Thad (and anyone else who wants to weigh in). In the meantime as we will launch the ads from last summer. Once refreshed ads are ready we will switch them in to the campaign.

Mike mentioned that we can see where our closest competitors are by using a free program called SEMrush.

There was a long discussion regarding the visitor survey and the emails collected from it. It was determined that this needs to be a more in depth conversation.

Gretchen will pull together talking points for Selectboard presentations May 17th & May 18th.