

Bi-Town Marketing Minutes

Wednesday March 11th, 2026 8:30am via Zoom

Attendance: Tim Dolan, Gretchen Havreluk, Shannon Wheeler, Rachel Demetriou, Charlie Foster, and Pam Greene.

No Changes to the Agenda

Tim provided updates on the budget, Google Ads, and finalized the plans for the Summer Ad Campaigns. Summer ads are currently being built out. Continuing with Programmatic display instead of Tik-Tok as advised by Trampoline; much more far reaching on the internet.

Tim is working with 10F on final deliverables for a website refresh.

GROW Initiatives: BDCC is managing "Invite a new Vermonter to Dinner" Promotion with reimbursement for the dinner in your home or out. A Mixer is being organized at the Hermitage Club on March 23rd. Also, doing an Employee of The Moth Spotlight on social media that is getting lots of "likes".

Email Summer/Fall- Two separate sign-up for email contests March-June and July-October each time a winner will be chosen for \$500 gift cards for lodging stay.

Groups/Wedding Stakeholder Input by a survey. Reviewed the survey questions.

Next Meeting April 8th at 8:30am

Submitted by,
Gretchen M Havreluk