

## APPROVED MINUTES

Exeter Economic Development Commission  
Branding and Marketing Subcommittee

9/19/12

The subcommittee meeting was called to order by Brandon Stauber at 10:03 AM at the town offices in the Wheelwright Room. Members present were Brandon Stauber, Len Benjamin, Sylvia von Aulock, and Kathy Corson. Guests present were Betsy Bilharz, EEDC intern, and Tom Lamb, Town Manager intern.

Ms. Corson suggested that the first item of discussion be the upcoming Seacoast Business Expo to accommodate Ms. Von Aulock's schedule, as Ms. Von Aulock has offered to help prepare promotional materials and work at the booth for the EEDC. The expo will be held at UNH on October 18<sup>th</sup>. Although it was agreed that Exeter may be the only town present at the expo, the subcommittee felt that this could be an important opportunity to discuss the benefits of locating in Exeter with business owners. Ms. Corson suggested the creation of a posterboard with the heading "Why Exeter?" or "Exeter: Open for Business since 1638." The EDC has two existing posterboards with blown up versions of handouts describing the EDC and the Economic Revitalization zone. Although these two posters will be useful for the expo, Ms. Von Aulock expressed concern with the wordiness and offered to pare down the language on the posters. She emphasized that Ms. Corson's new poster should not contain much text. The members agreed that the new poster only needs a title and a large photo of the bandstand/downtown area. Mr. Stauber suggested that the detailed language be saved for the existing postcard handouts created by the EDC. Ms. Corson indicated that any promotional text would be confined to brief bulletpoints (ex: "location," "business climate"). The discussion then turned to the ability to attract people to the table. Mr. Stauber stated that the time constraints on preparation of materials prohibited several options, such as mugs or pens. Ms. Corson suggested stickers, but Mr. Stauber expressed concern that stickers would only be thrown away. Mr. Benjamin suggested a raffle to draw interest in the table. Next to the raffle, a sign-up sheet could collect names of those interested in learning more about the town of Exeter. It was determined that Mr. Stauber will ask for donations of gift cards. Concluding the discussion of the business expo, Ms. Von Aulock then left the meeting.

The next item of discussion involved the business section of the website. Aha's new website design has been applied, although the megamenu's are not yet in place. The additional promotable area for the rotating business testimonials on the landing page has not been confirmed by aHa, although funding has been approved by the full EDC. When the testimonials are collected, a small blurb at the bottom of the page will state that the views expressed are not necessarily those of the town (a general liability statement). A form will be created and released along with a PR blurb released via local newspapers to invite all businesses in the area to share their stories about locating in Exeter. These responses will be monitored before they are published on the website. This process of collecting testimonials may be lengthy, and the page needs a few more testimonials to occupy the space in case the website goes live within the next few weeks. It was determined that Ms. Corson will contact Philips Exeter Academy, Water Street Bookstore, and Riverwoods. Website visitors will also be able to fill out a web form that will be sent to the EDC email for approval.

The content of the other areas of the website were then discussed. For pictures of Portsmouth Avenue, Ms. Corson suggested a shot of Rite Aid and Hampton Inn. She will contact Hampton Inn to see if they already have a professional shot. Mr. Stauber suggested a shot of Epping Road containing the Front Row Pizza Plaza and the Rinks. He also suggested that these pictures capture many cars, although Mr. Benjamin cautioned against capturing congested traffic. For the "Getting Started" section, Ms. Corson

suggested to keep the page as simple as possible. Between the introductory paragraph and the contact info for the Planning office, she recommended a colorful zoning map that links to the zoning ordinances. Although the variety of commercial districts can be briefly mentioned, they should not be described in enough detail to confuse visitors. The main point is to direct interested parties to the town's contact information.

It was determined that the next meeting will be October 3<sup>rd</sup> at 10AM.

With no further business or announcements the meeting was adjourned at 11 AM.

Respectfully submitted,

Betsy Bilharz  
Exeter Economic Development Commission Intern