

**Exeter Economic Development Commission (EEDC)
Marketing & Branding Subcommittee**

November 1, 2011

1. Call Meeting to Order

Subcommittee chair Brandon Stauber convened the meeting at 8:30 am in the Wheelwright Room of the Town Office Building. Members present were Caroline Amport, Kathy Corson, Town Manager Russ Dean, Madeleine Hamel, and Selectmen Frank Ferraro and Don Clement.

2. Presentation of New Website Concept by Selectmen

Mr. Ferraro and Mr. Clement reviewed work that has been done so far towards developing a new website for the Town of Exeter.

The goal of the new website is to create a user friendly resource where each content area is populated and maintained by the individual departments and committees. The Selectmen's subcommittee plans to work with a web designer, who has volunteered his time, to develop a standard framework and look and feel for the website and then allow individual departments and committees to identify the necessary content and to populate and maintain the content. To date, Mr. Ferraro and Mr. Clement have met with all Town departments and committees to discuss their content needs.

The Selectmen showed the committee examples of other town website's to whom they are looking for inspiration, including Westport, CT, Londonderry, NH and Concord, NH.

The Selectmen asked that the EEDC provide them with a site map for their landing page and sub pages by Thanksgiving, so they can move forward with the quoting process.

During the discussion with the Selectmen, Kathy Corson encouraged the various departments to survey their users to find out what information they are accessing. Russ Dean agreed that citizen input is important in this process and Caroline Amport suggested using Facebook to solicit input.

Caroline Amport also encouraged careful selection of the content management system, noting that not all formats are conducive to easy, regular updating and with so many users it is important to use a system that the least savvy person is comfortable using.

Madelein Hamel suggested we should return to the minutes from the DRED visit to the EEDC and review his feedback and suggestions for the website.

3. Development of a marketing message—Discussion

The group discussed the type of message the website should communicate about Exeter. Characteristics mentioned included: historic New England town, close to recreation, great

Draft Minutes

school system, welcoming, friendly, great place to live, work, and visit, high quality of life.

General highlights about living, working, or visiting Exeter include: Exeter is a place and a destination, not just a drive through community; personal connections are possible here; there's a sense of community; it's a hub of the area; we have a strong library, police, fire, hospital; good community services and recreation; Phillips Exeter Academy is here; train station; bandstand; downtown business district; River and waterfront; Swasey Parkway; opportunities to be involved; educational/ cultural diversity; walk bike or drive; access to shopping; transportation hub/ infrastructure; near ocean; equidistant from Portland and Boston. "Everything you never knew you were looking for."

The group discussed the difference between websites that simply provide information (board departments, paying taxes, etc.) and those that encourage action (live, work, visit) and invite the website visitor to engage with the Town.

The group identified developers, site selection agents, existing businesses, prospective businesses, consumers and workforce as audiences for information on the website.

Kathy Corson pointed out that we should be making the connection between visitors and the live/ work sections of the website because visitors may be some of our future residents, business owners or employees. Relocation information should be accessible.

The group divided the audiences among themselves and agreed to generate a preliminary list of resources and content that would be helpful for each audience. Caroline agreed to map prospective businesses and workforce, Kathy will work on developers, Madeleine on existing businesses, and Brandon on consumers and site selection agents. Drafts to be discussed at next meeting.

The next meeting will be held at 9:30 am on November 9, 2011 in the Wheelwright room in the Town Offices.

Caroline moved to adjourn, Kathy Corson seconded.

Meeting was adjourned at 9:35am.

Respectfully submitted,

Caroline Amport
EEDC Vice Chairperson
Marketing & Branding Subcommittee Member