

Board of Aldermen Committee Minutes
Marketing

Date: April 27, 2016

Chair: Matt Bloomer

Committee Members Present: Aldermen Etori, Larson

Others Present: President Notte, Brennan Duffy (RRA), Lyz Tomsuden (DRP), Mike Coppinger (DRP), Steve Costello (GMP/I Love Rutland, VT), Tyler Richardson (REDC), Sara Gilbert (REDC), Bill Ackerman (Chamber of Commerce)

The Chair convened the meeting at 8:01am.

After those in attendance introduced themselves, each economic development group briefly described what they've been doing from a marketing standpoint.

The RRA has focused its message on Rutland as a business-friendly place, as well as an affordable place for commercial and residential real estate. The bulk of their recent marketing efforts have focused on print ads in business publications, membership in trade associations and attendance at conferences/tradeshows.

The DRP has focused its message on Downtown branding and promotion of special events. Through surveying last year, they found that attendees at events were most likely to have heard about the events through posters, word of mouth and social media. The DRP is planning a larger TV campaign this year to give the Downtown and Rutland some statewide exposure.

GMP had been involved in grassroots and in-person marketing, with respect to business recruitment and projects like Rutland Blooms and I Love Rutland, VT. The latter projects are almost entirely run and funded by community donations and volunteers. Mr. Costello also expressed his belief that it is most important for Rutland to continue to change the culture, so that community members generally speak positively about the area, rather than spread negative thoughts and news.

REDC has had a change in personnel recently and the new group is in the process of evaluating their marketing channels. They are working on a redesign of their website and have already added a Careers page to the website.

The Chamber of Commerce is focusing on marketing the image of Rutland and is striving to be a community resource. The Chamber launched their new web presence last year and has a heavy focus on digital advertising and target marketing online through search engine optimization and marketing.

The groups were then posed a question related to what would be on their wish list of resources. The DRP expressed interest in a new market study, to resemble the 2009 study the DRP has used successfully to identify retail demand in the Downtown. The DRP suggested that a new market study could be expanded beyond Downtown and provide a blueprint for a larger marketing plan. The group seemed to be in agreement that this would be a useful item to pursue.

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The DRP also expressed a sentiment that the economic development groups would benefit from using the same/similar branding materials to provide a consistent look and feel for Rutland.

Mr. Costello suggested the organizations in the room collectively create a proposal to present to the Marketing Committee, related to how city government may be able to help their combined efforts. The group agreed that would be a good idea and discussed meeting again in 1-2 months.

The meeting adjourned at 9:12am.

Respectfully Submitted,
Matt Bloomer, Marketing Committee chair

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