

Board of Aldermen Committee Minutes
Marketing

Date: August 22, 2016

Chair: Matt Bloomer

Committee Members Present: Alderman Etori

Others Present: Alderman Allaire, Alderwoman Robertson

The Chair convened the meeting at 5:30pm.

The Chair began by updating the group on the status of the new City website. The Chair had finalized the sitemap with the website vendor, Collaboration 133, and the vendor is currently creating placeholder pages based on the sitemap. It will be necessary for the City to "populate" the placeholder pages with old or new content; such work was not part of the Collaboration 133 estimate.

The Chair suggested an intern from one of the local colleges could be a valuable asset to help the City with the project. He had spoken to the Mayor, who is open to supervising the intern. He had also spoken to Castleton University's internship coordinator to understand what information would be needed for the internship posting.

The Chair presented an Internship Availability Form (attached) that he drafted. In addition to the website project, the intern may also be asked to help create a digital marketing strategy for the City aimed at local college students.

The group felt that the internship was something worthwhile to advertise. **The Chair moved to request the Mayor to authorize the Castleton University's internship coordinator to post the Internship Availability Form with the recommended stipend. The motion passed 2-0.**

The group's discussion then turned to the Marketing Objectives (attached) drafted by the Chair based on conversations with other board members. The Chair explained that he wanted to present the Objectives to the area economic development groups at the Marketing Committee meeting scheduled for August 25, 2016 to determine whether the groups could accomplish the Objectives together.

Alderman Allaire stated that he believed the groups have been meeting and looking for projects upon which to collaborate, and that this might provide a great opportunity for that.

The group was comfortable with the list of objectives presented and agreed it would be an appropriate list to start the conversation at the August 25, 2016 meeting.

The meeting adjourned at 6:08pm.

Respectfully Submitted,

Matt Bloomer, Marketing Committee chair

Report for informational purposes only

Internship Availability Form

Position Title

Digital Content Intern

Company Name and Brief Description of Business

City of Rutland

Company Address, Phone, Fax and Email

City Hall

1 Strongs Avenue

Rutland, VT 05701

(802) 773-1800

mayorlouras@gmail.com

Brief Position Description

The City of Rutland will be in the process of launching its new website during Fall 2016. The Digital Content Intern will be responsible for:

- Helping to transition text, links, photos and documents from the old website to the new website
- Working with City department heads to develop useful content for the new website
- Gathering or developing photographic content for the new website

Additionally, the Digital Content Intern will lead the creation of a digital marketing strategy aimed at integrating the City into local college student life and keeping local college students in the area after graduation. Some of the tasks involved in this project may include:

- Developing a survey to collect data on local college students' perceptions about the City and their desire to stay after graduation
- Researching the type of videos and marketing materials that appeal to college students

Some of the work will need to be done at City Hall in Downtown Rutland, but some can be done remotely from anyplace with an Internet connection.

Requirements

- Interest in Marketing
- Above-average computer skills
 - Familiarity with Wordpress or another content management system is a plus
- Strong writing skills
- Self-motivated with the ability to work independently
- Creativity
- Transportation to Downtown Rutland

Paid/Unpaid

\$500 stipend for 3 credits (140 hours)

Semester Internship is Offered

Fall 2016

Marketing Objectives for Rutland City

When we created the Marketing Committee earlier this year, one of the objectives was to create a short-term marketing strategy to attract more visitors and transplants to Rutland City. One of our first steps was to begin a revision of the current City website, which is now approximately 75% complete.

We also held a Marketing Committee meeting a few months ago with the Downtown Partnership, I Love Rutland, RRA, Chamber of Commerce and REDC to start to understand what they are working on and whether they have ideas they need help putting into action. Based on that conversation and ideas I have gathered from other Board members during the past two years, I developed the list below as a proposal to be discussed in committee.

These items are intended to benefit several groups, including employers trying to recruit employees, organizations trying to recruit businesses and telecommuters considering a move to Vermont. It would help us to highlight attractive aspects of Rutland, including the quality of life, affordable housing, schools and recreational opportunities.

Proposed Marketing Deliverables (within Year 1)

1. Two (2) positive press releases per month to northeastern media outlets
2. Two (2) pitched stories per month to northeastern TV stations
3. One (1) successfully pitched story per quarter to regional/national media
4. Create professionally-designed welcome packet for people new to the area or considering a move to Rutland
 - a. Must collaborate with the Rutland Young Professionals for ideas on content
 - b. Packet should exist in printed form, PDF form and as pages on [the Chamber?] website
5. Brainstorm list of all regional assets/points of interest that would have appeal to someone that has moved to Rutland or is considering a move to Rutland
6. Create Wikipedia article for each of the above assets/points of interest, as applicable.
 - a. These Wikipedia entries can then serve as a place for content to live and be lifted from for any Rutland group for use in other marketing materials
7. Develop a social media marketing strategy to highlight the opportunities and lifestyle offered to young professionals and/or telecommuters
 - a. Must collaborate with the Rutland Young Professionals [and Castleton Polling Institute?] to identify (through interview and survey data) the key components of a young professional or telecommuters decision to move some place.
8. Create a series of high-quality videos highlighting the opportunities and lifestyle offered to young professionals and/or telecommuters, for use with the social media marketing strategy.
9. Develop a marketing strategy for promoting Rutland City business incentives for businesses looking to expand or relocate.