

Board of Aldermen Committee Minutes

Marketing

Date: August 25, 2016

Chair: Matt Bloomer

Committee Members Present: Alderman Etori

Others Present: Alderman Allaire, Brennan Duffy (RRA), Steve Costello (GMP/I Love Rutland), Lyle Jepson (REDC), Tyler Richardson (REDC), Sara Gilbert (REDC), Bill Ackerman (Chamber of Commerce), Mary Cohen (Chamber of Commerce)

The Chair convened the meeting at 5:34pm.

The Chair began by recapping the Board's stated goals when it established the Marketing Committee in early 2016. One such goal was to collaborate on the creation of a short-term marketing strategy for the City.

The Marketing Committee had had a chance to meet with representatives from RRA, REDC, DRP, Chamber of Commerce and I Love Vermont at a prior meeting in April 2016 to begin discussing ways to market the City. The same economic development groups had been invited back to continue the discussion. To re-start the conversation, the Chair had distributed a list of Marketing Objectives (attached) to the group that he had developed based on conversations with other aldermen (and which had been finalized at the August 22, 2016 meeting of the Marketing Committee).

The group discussed the Objectives in general terms and all indicated a desire to work together to achieve a marketing plan for the City, which would include items from the Objectives list. Some of the groups felt that achieving the Objectives would require additional financial resources.

The aldermen at the meeting re-iterated a willingness to consider using Zamias funds to jumpstart the achievement of the Objectives because of their importance to the City. Furthermore, many of the Objectives would benefit all of the economic development groups, city departments, employers and other local organizations who are trying to attract people, business and/or investment to the City. There was also discussion about how external marketing efforts could help to highlight to local people all of the valuable quality of life offerings we have and therefore increase local pride in the region and City.

The groups asked for an additional month to collaborate and collectively come up with a plan to present to the Marketing Committee. There was some discussion about the possibility of creating a new position within one of the groups to spearhead the collective group's efforts.

The groups agreed to meet again with the Marketing Committee on September 21, 2016 at 5:30pm to present their plan and determine what additional resources, if any, would be needed.

The meeting adjourned at 6:47pm.

Respectfully Submitted,
Matt Bloomer, Marketing Committee chair

****Report for informational purposes only****

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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.