

Economic Committee

May 10, 2021
7 pm via Zoom

Present: Beth Lorenz, Suzanne Gray, Steve Reinhart, & Jim Millar

Absent: Chelley Tighe, Skip Hagstrom

Guests: Nanette Perrotte, Mike Burns & Nicole Boyle, Darryl Meattey, Lois Meattey & Erin

Minutes: April 12, 2021- Suzanne made a motion with Steve seconding; passed 4-0-0

Suzanne asked if anyone objected to having the meeting recorded. With no objections, Beth opened the meeting at 7:05 pm. She asked everyone to take a moment of silence in memory of Dan Baker, who was one of our Selectman and a well-respected member of our community, who recently passed.

Social Media: Members admitted that they are challenged with lack the confidence needed to succeed with social media and also state that they just don't have the time to invest. The following guests, experts in social media, are here to present what they have to offer our local businesses.

Suzanne introduced Mike Burns from Engage 121. He stated that you have to sell yourself. Previously it was flyers and billboards, but in today's market, it is Facebook, Instagram, Google etc. "To be found online, you have to be online." Make it bright and inviting. He indicated that first impressions count and one must respond to reviews. He also said that newspapers are still a good place for public relations.

Beth then introduced Nanette Perrotte of Lifestyles in Greenville NH. Nannette says you have to know "who is watching you". This would include shared posts, saved posts, photos, and which posts did well. FB, Twitter & Instagram all provide you with information. You must sell your story. When consumers are ready to buy your product or service, they will know you.

Steve introduced Nicole Boyle. She stated that you need to be creative. Show the consumer the "behind the scenes" to showcase how it is made and the person behind the business, show the success stories, and cross promote by working with other businesses. Offer tips and provide some education.

Beth then opened up the discussion for questions to the panel from those in the audience. Steve asked about a monthly budget, appropriate for a beginner. Ms. Perrot responded to set yourself a time budget and adhere to it, say ½ hour to an hour. Jim wanted to know where to go to study. Ms. Perrotte, answered to post everyday with different ideas and at the end of the week see which posts were saved, shared and had comments. Darryl inquired on how to measure this; is it with followers? Ms. Boyle stated to focus less on the number of followers and more on attracting the right kind. Mr. Burns stated the number of followers is misguided. Post engagements is a better measure and one should try to entice their audience to comment or interact. Lois wanted to know how to tell the demographics of who is buying. Mr. Burns responded to start with e-commerce as they may have some analytical tools; also, FB and Instagram will have some. Erin noted the lack of "likes" on her posts and wondered why.

Ms. Perrotte suggested doing some behind the scenes, that maybe her audience is not getting a good first impression. Suzanne inquired about reviews and where to put them. Mr. Burns recommended "Google my Business", location based "Yelp" and ask customers to review online. Also don't rule out FB reviews. Ms. Boyle added those reviews can be repurposed as a post, perhaps adding a graphic or in a caption. Beth stated that the manufacturing industry in town is struggling with staffing and asked how to find employees. Ms. Boyle shared to use posts that interview and showcase their employees. Mr. Burns agrees to bring awareness of the company and do recruitment style ads.

Suzanne then had the panel of social media experts display their contact information and thanked them for their time and efforts.

Darryl commented that this was the best meeting so far with the other members agreeing that there was an overwhelming amount of useful information. Beth would like to revisit this at some point and have them return.

Business Brochure: Steve reported that he has called the new businesses, as well as some of the current ones, and is finding that his calls go unanswered and he does not get any return calls. Jim stated he is still working on his list to update the contact information and remove those no longer in business.

Next meeting: June 7, 2021 7pm via ZOOM

Agenda for next meeting: late summer BBQ

Next meeting: May 10, 2021 7 pm

Steve made a motion with Suzanne seconding to adjourn the meeting. All voted in favor 4-0-0.

Meeting adjourned at 8:40 pm.

Minutes taken by Marion Wheeler