

## **Agenda**

- Present the social media plan for Sunapee Harbor and gauge local businesses' interest in moving forward with hiring a social media specialist to promote local businesses

## **Participants**

- Committee members (in person): Dan Bonin, Kellie Durkee, Phil Harrell, Lisa Hoekstra, Tony Marino, John Quackenbos, Pete Smith
- Small business owners (in person): Brittany Bang, Reese Brown, Rhonda Gurney, Deb Samalis
- Small business owners (via Zoom): Deb Pasculano
- The meeting was held at Prospect Hill Antiques from 5-6:30pm.

## **Minutes**

- Brittany presented a social media plan to local business owners and the committee on how to build awareness for Sunapee Harbor and the businesses in the Harbor
- The social media plan would involve hiring Sharon Thielicke as a social media specialist to promote local businesses
- Two options were presented: one that involved fewer weekly posts (1x/week) for lower cost and second option that involved more weekly posts (3x/week) for a higher cost. The exact costs per business would be determined once the number of small business owners who wanted to contribute to hiring the social media specialist was solidified
- It was recommended by the social media specialist that if interested, businesses start with a 60-day trial to gauge the impact
- Owners agreed that they'd like to move forward with a 60-day trial starting December 15 with the more frequent post option (3x/week) to see what kind of impact it could have in driving awareness for their businesses

## **Follow Up**

- Brittany to email a larger group of local businesses about the social media plan and determine how many would like to participate by contributing to the costs of hiring a social media specialist