

## **CITY COUNCIL WORKSHOP**

### **“Open the Door” Presentation by Christina Pappas - Marketing Plan / Branding Identity February 19, 2019 at 6:00pm**

Councilors Vincent, Dumont, Michaud, and Witham were present. Councilor Levasseur entered at 6:06pm.

Mayor Hilliard opened the workshop at 6:00pm by welcoming Christina Pappas of Open the Door. She explained that she is a Somersworth resident and has more than 30 years of experience in economic development.

While following the enclosed presentation, Ms. Pappas discussed the marketing plan, process and goals. She stated that there is so much happening in the City but not everyone knows what is going on. The marketing plan will help distribute information.

Why Somersworth? During Ms. Pappas' research, she spoke with many residents in the community, and asked them why they liked Somersworth. The number one reason was the people, followed by sense of community, the charm, size, accessibility, affordability, and the list goes on.

While designing the marketing plan for Somersworth, she looked at the current logo and logos of other cities in the area.

She presented a color palette of dark blue, green, gold, black, grey, and Garamond font in bold and regular text.

Logo, as shown in the presentation is an image of the state of New Hampshire with star on City of Somersworth.

The marketing plan suggests uniformity among business cards, stationary, email signature lines, and any additional materials being created.

At this time, Mayor Hilliard opened the workshop for questions from City Council.

Councilor Vincent stated that it is all very nice; he likes the layout, the impression. It is well put together.

Councilor Witham said that it is interesting that people are generally on the same page. He likes the color scheme and the font. He stated that the City is already doing a good job at marketing since all are on the same page.

Christina Pappas agreed that the City has been doing a good job, but what has been missing is the tools; all staff use the same business card, signature, communication.

Councilor Witham mentioned uniformity amongst the City website, school, and SAU. All of the websites look different. We can do a much better job.

Christina Pappas said the marketing plan is a road map, to make things look alike.

Ms. Pappas to touch upon Economic Development website which will include information regarding the processes to get building permits, certificates of occupancy, etc.

The communication plan will be put to use.

The website won't have specific details, but will have why Somersworth is such a great community for businesses and workers. They will work on developing that aspect.

At this point, they need photography and will be focusing on that. There will be a brochure that will support the website for economic development.

The communication plan includes research, in depth interviews, information on communication to the community and to businesses and how a media relations plan will fit into everything.

To a lot of people in the community, things that are happening are news to them. This plan will address these issues.

Councilor Dumont stated that he is concerned for the elderly. We have the medical mile on Route 108. There is a large amount of elderly in this community. Demographics indicate that the demand is getting greater. There are 2 parts of our generation that needs to be focused on; millennials and elderly.

Christina Pappas stated that this is definitely an area of the audiences that need to be addressed.

Councilor Vincent agreed with Councilor Dumont, stating that Dumont's heart and soul is right there with his era. Vincent said he is happy to see more youth are starting the become more involved.

Christina Pappas said Somersworth is more affordable for youth. They are looking for more places to go downtown, to get out of the house and foster a sense of community. She has heard that youth would prefer to live in Somersworth and would like activities, but would Uber to Portsmouth or Dover.

With no further questions or comments from Council, the Workshop adjourned at 6:24pm

Respectfully submitted,

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Trish Harris, City Clerk