

Marketing Committee
Meeting Minutes – Draft
December 10, 2025
Town Hall, 31 The Green, Woodstock VT 05091

Present: Jess Kirby, Abbie Sherman, Greta Calabrese, John Steinle, Roger Logan, Dmitriy Kim

Call to order: The meeting was called to order at 9:04 AM

Additions & Deletions: None

Discussion:

The committee discussed website advertising policies, pricing, and placement. Key discussion points included:

- Members expressed that transparency was important, and ads should be clearly identified as such.
- The committee agreed to pursue higher ad rates, shorter-term options, and clearer definitions around ad timing and appearance.

The committee determined that Roger and Greta would draft an advertising policy document that would include:

- Pricing structure recommendations
- Ad placement options
- Parameters for ad content and quality requirements
- Term length recommendations

A formal recommendation on pricing and policies will be discussed at next meeting then delivered to the Selectboard.

The committee reviewed draft surveys targeting three audiences: visitors, residents, and merchants.

- The visitor survey needed to be significantly shortened from its current draft form
- Focus should be on understanding why people visit Woodstock, what they do when here, how long they stay, and their overall experience
- The resident survey should focus on qualitative data through open-ended questions about what residents want to see on the website and how they feel about community connectivity

Dimitri and John volunteered to work together to lead development of the Visitor Survey and begin outlining surveys for locals and merchants.

Adjournment:

The meeting was adjourned at 9:54 AM. The Marketing Committee will meet at 8:45am on the second Wednesday of every month with the next meeting scheduled for Wednesday, January 14, 2026, at 8:45am.