

Pittsfield Community Theatre Marketing Subcommittee
Meeting Minutes
1/28/2019
Municipal Building Town Council Chambers

- Meeting began at 1700
- Roll call: Jennifer Watson, Jerrylynn Perkins, Donna Dunphy, Leslie Knowles excused due to work.
- We established the role of the subcommittee:
 - We are a subcommittee of the Pittsfield Community Theatre Committee comprised of up to three theatre committee members and up to three community advisors. It is our purpose to promote and market the theatre and it's events via social media, paper press, radio, and television.
- Jerrylynn
 - She has experience running a Facebook page titled "Bring Back Down East Dicking". On this page she has many followers she can connect with for marketing purposes.
 - She has contacts with the radio station WKIT 100.3 which is Stephen King's radio station
 - She has television contacts at channels 5 and 7
 - She has fundraising experience
- Donna
 - The theatre only has one Facebook page now
 - Places she currently runs ads for the theatre:
 - Coffee News
 - It is free for non-profits
 - They need the ad 2-3 weeks ahead of time
 - Morning Sentinel
 - Rolling Thunder
 - She will check to see if she can place the ads in the events section for free instead of paying for it
 - The theatre screen slideshow before the movies start
 - The theatre marquee
- Jennifer
 - Looking into how to set up a website for the theatre through the town. Hopefully it will be www.pittsfield.org/theatre
- We discussed that the marketing for events needs to come from the theatre first and then we can ask to have it shared on social media
- We discussed setting up an Instagram and Twitter account for the theatre
 - Jerrylynn volunteered to head the accounts for Facebook, Instagram, and Twitter
 - Discussed the use of a few hashtags for consistency and decided on:
 - #pittsfieldcommunitytheatre #savethetheatre #agoodplacetocallhome
- Action tasks
 - Jerrylynn will set up Instagram and Twitter once this is approved by the Theatre committee

- Donna will look into what insurance is needed for events and how much money is in the fundraising account. She will bring her list of where we have permission to hang posters and how much posters cost to make.
 - Jennifer will follow up with Michael about the website
- Meeting adjourned at 1741