

HUB COMMITTEE MEETING

July 30, 2021

In Attendance:

Members Present: Chairperson, Ann Smith, Larry Chapman, Rick Shew and Mayor Janet Winkler

Others Present: Town Manager, Jonathan Greer, HUB Steering Committee Rep., Kathy Carroll, Town Clerk, Tammy Swanson, and HUB Station Manager, Janice Woodie

Call to Order:

Ann called the meeting to order at approximately 2:00 p.m. Ann stated that the purpose of the meeting was to discuss upcoming events at HUB Station, and marketing and branding ideas for HUB Station.

Discuss Upcoming Events:

Saturday, August 7th Event – HUB Station:

Open House (12:00 Noon – 3:00 pm)- Volunteers will be stationed throughout the HUB to guide visitors as needed.

Cornhole Tournament (3:00 pm – 5:00 pm) – Teams will sign up to play the day of the event.

Free Concert “Chairmen of the Board” – (7:00 pm – 9:00 pm)

Advertising for the events: Radio spots will be recorded advertising the events, Community Calendar in *News Topic*, Facebook, websites, etc.

Recruit Volunteers: Rotary Club, HCDA, invite people from Community College, etc.

Marketing/Branding for HUB Station:

Marketing/advertising:

Ann stated that although the businesses located in HUB Station are responsible for their own advertising and marketing, the HUB Station itself needs to be advertised and marketed. The following ideas were shared:

- Create a TikTok account – TikTok groups people according to interests, and would share with followers in our area.
- Radio ads – good way to get the word out. Public Service Announcements are shared on all three of our local radio stations.
- Billboard Ads
- Magazines – (can get very expensive)
- Newspapers
- Facebook – we have a Town Facebook Page and a HUB Station Facebook Page
- Instagram – need to get set up
- Could also trade use of the HUB auditorium for ads – dollar per dollar.

Branding:

Rick stated that we need a long-range plan for forming a business association to include representatives of the Town and our local businesses. He mentioned that our new logo includes the wording “A New Hometown,” and we need to explain what that means through our branding of the Town. Rick stated that we need to

July 30, 2021 HUB Committee Meeting

decide if Hudson is going to be branded as a town of the arts, or as a town of small businesses. Also, the advertising and marketing cannot be all on the shoulders of the Town.

Rick suggested that we invite our local merchants to a meeting with Town representatives, and see among those business owners who would be willing to lead the group.

It was suggested that Kyle Case be asked to attend the meeting with the merchants, and lead the group in ideas for developing a merchant's association.

Ann stated that these ideas will be presented to the full Board at the August meeting.

Adjournment:

Motion: (Ann Smith/Larry Chapman) to adjourn the meeting. Unanimously approved.

Tamra T. Swanson, Town Clerk