



# TOWN OF ELIZABETH

COMMUNITY DEVELOPMENT DEPARTMENT

**TO:** Historic Advisory Board

**FROM:** Zach Higgins, AICP Community Development Director  
Alexandra Cramer, Planner/Project Manager

**DATE:** September 9<sup>th</sup>, 2024

**SUBJECT:** Discussion on Publicity Strategy for Historic Walk and Talk and Website Launch

## SUMMARY

With the recent installation of plaques on local historic registered properties, the development of our new website, and the upcoming 10th Annual Historic Walk and Talk event, we have a prime opportunity to increase public awareness of our preservation efforts. Given the timeline, staff proposes focusing on social media and local press outreach.

1. Social Media Campaign:
  - "Plaque of the Week": Showcase buildings along the Walk and Talk route, tying in event information.
  - Oral History Spotlight: Feature one of our three oral histories each week leading up to the event, linking to the full recordings on our new website.
  - Website Teaser: Share previews of other features on our new website to generate interest.
2. Local Press Outreach:
  - Contact the local newspaper to propose a feature article on the upcoming Walk and Talk event, new plaques, oral history project, and the launch of our new comprehensive website.
3. Website Launch:
  - Provide QR codes on the tables at the Walk and Talk to encourage attendees to check out the site.

## STAFF RECOMMENDATION

Staff recommends the Historic Advisory Board review the proposed publicity strategy and provide any additional ideas for promoting our new online presence alongside our other initiatives.