

BI-TOWN COMMITTEE MEETING

Thursday, July 14, 2016
Dover Town Office | 8 a.m.

MEETING MINUTES

ATTENDEES:

Committee Members:

- Ken Black
- Tom Fitzgerald
- Gretchen Havreluk
- Ryan Holton
- Brandan McGrail
- Kelly Pawlak
- Heidi Taylor

Members of the Public:

- Johnny Cleanthes
- Pat Weisbrich
- Jake White

Ryan Holton called the meeting to order at 8:07 a.m.

I. Approval of Minutes

- a. On a motion by Heidi Taylor, seconded by Ken Black, the minutes from the June meeting were approved unanimously.

II. Election of Officers

- a. On a motion by Gretchen Havreluk, seconded by Ryan Holton, with a unanimous vote, Heidi Taylor was elected Chair and Kelly Pawlak was elected Vice-Chair of the Bi-Town Committee.

III. RCDI USDA Grant Update – No Update

IV. Bi-Town Marketing Committee Update

a. Meeting 7/13/2016

- i. Working with Vickery Hill to create a business survey that will solicit input from Lodging, Restaurants, and Retail. Currently in process of testing
 - ii. Working on Creative Refresh. Have had many submissions and have selected five (5) photos, for which the various photographers will be paid \$50 per photo. Photos have been submitted to Opus Design for the creation of digital advertising
 - iii. Investigating competitive Rack Cards for the Guilford Welcome Center to increase Deerfield Valley visibility
 - iv. Seeking information on optimizing Destination Ad words for digital marketing
 - 1. Currently using Centro, which charges on a pay per click basis.
 - 2. Pay per click creates budgeting challenges
 - 3. Another vendor charges a flat rate, which could facilitate budging
 - v. Limited advertising funding necessitates decreasing funding to the Boston and Connecticut markets and increasing funding to the New York market to increase visibility
- b. Kelly asked about performance – Ads are performing, blogs performing well. Ads are geared to the young to middle age audience

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V. Valley Trail Update - Jake

- a. Heidi followed up on the Act 250 permit. It was determined that there will be no need to secure said permit. This now clears the way for any wetlands permit that will be necessary.
- b. Trails have been mowed
- c. Trail along power line
 - i. Has been widened with the removal of larger trees
 - ii. Brush will be removed next
 - iii. Water bars have been put in place to mitigate wetness
- d. Issues with 4-wheelers have been resolved
- e. Still waiting for clearance to spread Sur-Pak
- f. Discussion of bridge surface (wood vs. metal), tree removal from VAST Snowmobile Trail, hiker counter, Valley trail signs

VI. Telecommunications Update – Ken

- a. Dover Selectboard entered into an agreement with Fairpoint to do a study about providing Fiber Optic service (multi-tiered) to businesses and homes in Dover
- b. Cost of project is \$25,000
- c. Scope of project includes the design, implementation and costs to end user
- d. Cliff Duncan requested \$25,000 for an alternate study, but Selectboard will only fund one study at this point in time.
- e. Results of project should be available within several months.

VII. Wilmington Update – Gretchen

- a. Emergency Disaster exercise to be held in Wilmington on July 29, 2016. Actors will be employed to lead. Exercise is to simulate a disaster that is greater in scope than Hurricane Irene
- b. Upcoming vote on the disposition of the old Twin Valley High School building
- c. West Main Street project: Working with Community Development to get an extension on funding.
- d. Closure of Cold Brook Road: A good presentation was given. However, it will impose a significant travel distance for the members of the Hermitage Club trying to access the golf course.
- e. Zoning By-Laws have been re-written. Only several items left for vote.
- f. Grants in the process of being closed out:
 - i. Municipal Planning Grant
 - ii. Digitization of Town Records Grant
 - iii. Old Twin Valley High School Grant
 - iv. Renovation of Memorial Hall

VIII. Dover Update - Ken

- a. Sidewalk construction for Dover Valley Trail A has begun
 - i. Catch basins along Route 100 are being replaced to increase drainage along the Trail route.
 - ii. Electrical conduits are being installed next for Trail lighting
 - iii. Sidewalk will be poured concrete with granite curbing

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- b. Grants:
 - i. Application for a Bicycle and Pedestrian Grant has been submitted to VTrans for the B Plus section of the Dover Valley Trail. The Grant applications is for the design and construction of a sidewalk from Country Club Road to Edwards Village Loop.
 - ii. Application for a Transportation Alternative Grant will be submitted in September for the design and construction of a sidewalk from Edwards Village Loop to the southern entrance of Stugger Road at the West Dover Firehouse
 - iii. Scoping Study for the Dover Valley Trail C, from Stugger Road to the South Access Road to Mount Snow is in progress
- c. Summer Concerts in the Park:
 - i. Have had two concerts to date. The first concert was attended by >150 people. It rained for the second concert, which relocated across the street to the tent at Dover Forge. Attendance for this concert was significantly less.
 - ii. Next scheduled concerts:
 - 1. 7/17 – Trailer Park
 - 2. 7/24 – Abe Loomis Show
 - 3. 7/31 – Patty Carpenter & the Dysfunctional Family Jazz Band

IX. Hermitage Club – Brendan

- a. Waiting for Act 250 permit to continue work
- b. Club House and Golf course are flourishing
- c. Offering short term (7 days and 14 day) memberships to market to prospective members. Includes unlimited use of facilities

X. SVEDS Update: None

XI. Southern Vermont Deerfield Valley Chamber Commerce Update: None

XII. Other Business

Gretchen - Workforce Development

- Workshop was not well attended.
- Regional stakeholders met and presented what each of their respective organizations are doing.
- Second meeting needs to be organized to implement resources

Next meeting will be on Thursday, September 1, 2016 at 8 a.m. in Wilmington.

On a motion by Ryan Holden, seconded by Ken Black, meeting was adjourned at 9:11 a.m.

Respectfully submitted,

Pat Weisbrich

Pat Weisbrich
Assistant Director, Dover Economic Development