

# BI-TOWN ECONOMIC DEVELOPMENT COMMITTEE

## Meeting Minutes

September 03, 2015 | 8 a.m.  
Wilmington Town Hall | Wilmington, VT

### DRAFT UNTIL APPROVED BY BI-TOWN COMMITTEE

**Attendees:** Ken Black, Diane Chapman, Sharon Cunningham, Gretchen Havreluk, Scott Murphy, Kelly Pawlak, Heidi Taylor, Randy Terk, Pat Weisbrich, Jake White

**I. Meeting called to order:** 8:05 a.m.

**II. Approval of Meeting Minutes:** A motion to approve the minutes from the August 6, 2015 meeting was made by Heidi and seconded by Randy. Motion passed unanimously.

### III. Bi-Town Marketing Plan Update

- A. Committee Members: Mike Chase, Gretchen Havreluk, Adam Grinold, Laura Sibia, Ken Black, Sharon Cunningham
- B. Officers:
  1. Mike Chase | Chair of the Committee
  2. Gretchen Havreluk | Vice Chair of the Committee
  3. Sharon Cunningham | Secretary of the Committee
  4. A motion was made by Gretchen and seconded by Ken to appoint Laura Sibia as the second Dover member to the Bi-Town Marketing Committee. Motion passed unanimously.
- C. Committee meetings:
  1. 2<sup>nd</sup> Wednesday of the month, 8 a.m., SVDV Chamber of Commerce office.
  2. Agenda to be published 24 hours prior to meeting with both Town Offices.
  3. Skype will be used for sharing documents, and for members who will not be physically available for meetings.
- D. Action items:
  1. Sharon: sent analytics and graphics from USDA marketing effort to committee.
  2. Mike: Working on creating Tracking Pixel Cookie to create profile of what types of guest come to the valley for re-targeting and look alike targeting.
  3. Web pages identified as optimal for initial installation:
    - Mount Snow
    - Hermitage Club
    - Realtors
    - Green Mountain Vermont
    - Visit Vermont
- E. Ken: To develop a list of questions for businesses to build out survey.
- F. Ken & Gretchen: Identify businesses to target for initial questions for survey in three categories:
  1. Lodging
  2. Retail
  3. Restaurant
- G. Sharon: Invoice towns of Wilmington & Dover 14,206.00 each for "August-December 2015 Bi-town Marketing.
- H. Homework:
  1. All to identify topics for Blog articles. Ex. Dover, Wilmington, Families, Dining, Hiking, Fishing...etc.

2. Research which keywords are already being used in the area so that we are not bidding up established businesses.
3. Research contracting out (possibly with PJ) to find writers, photographers and videographer blogs to be curated by the Chamber
4. Ideas for incentivizing adding Tracking Pixel to business's websites and participation in survey

#### **IV. Valley Trails/Wetlands Update – Jake**

- A. Two more areas by Beaver Pond need to be measured to determine the amount of square footage that is involved, which cannot exceed 3,000 ft<sup>2</sup>.
- B. Trail project has been slowed by state involvement. Questions from the State include:
  1. Is this trail a municipal or private project?
  2. Is Jim Barnes/Hermitage Club involved?
- C. Trail usage:
  1. Counter will be installed during September to determine usage. Ken suggested that a counter also be installed in Dover
  2. A discussion transpired regarding the factors that influence usage including weather, dates of counting, the Green Mountain Challenge and others.
  3. Jake will provide year to year comparisons.

#### **V. Digital Market Plan Results – Sharon**

- A. Facebook and Digital campaigns ended 7/31/2015
- B. During this time period, sessions on the SVDV Chamber of Commerce website increased 80% over the previous year.
- C. Most hits are from the NYC area, with additional traffic from the Hartford, New Haven and Boston areas.
- D. The Facebook Campaign revealed the bulk of the audience to be women ages 35-54 and men ages 18-34.
- E. Growth was seen in areas like the Western United States, Chicago and Los Angeles.
- F. The goals of the USDA funded Digital Marketing campaign were accomplished.

#### **VI. Telecommunications (Agenda item added by Ken)**

- A. Ken had a conversation with Fairpoint Communications. Fairpoint has software that can identify such things as cable type, bandwidth, usage.
- B. Fairpoint has committed to mapping Dover usage and type and providing to the Town of Dover this information free of charge.
- C. Ken will share contact information with Gretchen

#### **VII. Updates:**

##### **A. Wilmington**

1. \$ 35K of the \$75K Façade Improvement remains. Viking Motel Sign and Vintage Stone Wall have been put in place. Securing contractors for estimates and work has been a major challenge
2. Memorial Hall has received a grant for insulation from the Vermont Council for the Arts.
3. Gretchen will be applying for another grant for historic renovation.
4. A new Italian restaurant, the Mangia e Beve, has just opened up in town. The food is reported to be excellent.
5. Folly Foods Restaurant has re-opened.
6. The hole in the bridge has been repaired.

**B. Dover**

1. **Valley Trail A:** The final design plans for this section of the Dover Valley Trail (DVT) have been approved. Section A runs from Dorr Fitch Road to Mount Snow Marketplace. The project will go out for bid in late December or early January to secure the best price for construction that is scheduled to begin in the spring of 2016.
2. **Valley Trail B+ Scoping Study:** Kick off meeting is next week. This section of the DVT will run from the West Dover Post Office to the Fire House at Stugger Road. The project is scheduled for completion by March, 2016, in time to apply for a construction grant in 2016.
3. **Valley Trail C:** Dover applied for VTrans funding for a scoping study for DVT C, a sidewalk that will run between the West Dover Fire House to South Access Road at Mount Snow.
4. **Dover Town Common:** We have received the final plans for the reconfiguration of parking at the Dover Town Common. The unveiling of these plans will happen within the next few weeks.
5. **Dover Summer Concerts in the Park:** This series of eight concerts in the park was a great success. Attendance was very good and trended with the performing artist and genre. Peter Miles drew the largest crowd. This series will continue next summer. Randy suggested that funding be increased for the concert series.

**C. Mount Snow**

1. Nothing major happening. Kelly reported that securing contractors is a major issue for Mount Snow, also.

**D. Hermitage Club- No Update**

**E. SeVEDS - No Update**

**F. SVDV Chamber of Commerce**

1. The Wine and Harvest Festival will take place 9/18-9/20
  - Liquor permits have been secured
  - Projected attendance is very promising. There will be a bus group in town during that time as well as two other groups.
  - Volunteers are needed
2. Windows in the Valley: All painted windows are on the Chamber's Facebook page for auction. The live auction is scheduled for 10/10/2015.
3. Bright Lights: It's not too early to begin thinking about how to completely light up our villages!

**VIII. Other Business**

**A. What to work on next?**

1. Telecommunications | Connectivity
2. Road improvements/upgrades
  - Paving rotation plan
  - Joint study of connect roads to create repair and replacement plan.

**IX. Motion to adjourn at 8:50 a.m.**

**X. Next meeting: October 1, 2015.**

Respectfully submitted,

*Pat Weisbrich*

Patricia H. Weisbrich

