

Wilmington Selectboard Special Meeting Minutes
Joint Meeting with Dover Selectboard and Bi-Town Marketing
June 23, 2020

Present: Tom Fitzgerald, John Gannon, Vince Rice, Sarah Fisher

Dover Selectboard: Vicki Capitani, Josh Cohen, Dan Baliotti, Sarah Shippee, Joe Mahon

Others Present: Scott Tucker, Jessica DeFrancesco, Gretchen Havreluk, Lauren Harkawik, Tom Consolino, Eric Durocher, Randy Capitani, Jessica Lee Smith

Meeting called to order at 6:02 pm

1. Visitors, Public Comments, Changes to the agenda
2. Bi-town Marketing Update
 - The Bi-Town Marketing Committee gave an overview of the 2019 summer program. Advertising was 71% of the total spent, and 29% was operational costs such as creative design and management costs. In 2019 there were 17.6 million impressions from advertising vs 3.9 million the previous year. There were 18, 597 clicks off of advertisements. There was a slight drop in rooms tax in 2019, though meals have stayed pretty steady. Short-term rentals increased over the last two years. Recommending running a digital ad campaign at the state borders using the same creative ads from 2019; would like to hire a marketing consulting to help with a strategic 5+ plan; would like to replace the blue banners; continue blogging; stay-to-stay program; and video content. Randy Capitani questioned if now is the right time for the consultant. Josh is in favor of hiring a consultant now. Tom Fitzgerald doesn't feel the money should be spent right now since everything is closed down; some of this should be tabled as things are changing daily. Would we be locked into the advertising, or will it be fluid enough that we can make changes depending on how things play out with Covid, etc? It is believed to be fairly fluid at this point. Sarah Fisher believes that people are focusing on stay-cations right now, so advertising would be a good thing. Advertising will start while the RFP for the consultant is out.
3. 1% Local Option Tax Fund Request
 - Gannon moved to approve a request for \$35,750 from the 1% local option tax fund for the Bi-Town Marketing Campaign, Fisher second; Fisher-aye, Gannon-aye, Rice-aye, Fitzgerald-nay.

Meeting adjourned at 7:23 pm.

Respectfully Submitted,
Jessica DeFrancesco, Administrative Assistant

Approved by the Wilmington Selectboard:

Thomas Fitzgerald, Chair

John Gannon, Vice Chair

Vince Rice, Clerk

Sarah Fisher
