

**Wilmington Selectboard Meeting Minutes**  
**Joint Meeting with Dover Selectboard and Bi-Town Marketing**  
**January 12, 2021**

**Present:** Tom Fitzgerald, John Gannon, Vince Rice, Sarah Fisher, Tony Tribuno

**Others Present:** Scott Tucker, Jessica DeFrancesco, Julie Garel, Eric Durocher, Vicki Capitani, Shannon Wheeler, Gretchen Havreluk, Randy Schoonmaker, Scott Salway, Jessica Lee Smith, Tracy Bartels, Amanda Carter, Sarah Shippee, Paul Fisher, Rick Santos, Michael Garber, Mike Eldred, Olga Peters, Ethan Schoonmaker, Daniel Baliotti, Joe Mahon, Ashley Perlmutter

Meeting called to order at 6:01 PM

1. Bi-Town Marketing Presentation by Charrette Marketing
  - Tourism program; dedicated persons responsible for implementing the plan, high quality consumer communication campaign, budget to support plan
  - Delivering brand; website redesign, advertising, social media presence
  - Audience persona; 3 generations with the woman as the decision-makers; shippies which are groups 25-54 without children; adventurer is 8-34 and typically travels alone
  - Media Planning; Teads, Facebook and Instagram will be the primary media outlets
  - Tiered prioritization
  
2. Selectboard Questions
  - Sarah Shippee: would like to see the budget overview slide again - is that salary listed for the person specified for Bi-Town to hire? *Yes.*
  - Dan Baliotti: is this a calendar year or what are the year start/stopping? *Gretchen: as bi-town we focus on summer so we start April-July if what we've done in the past.*
  - Sarah: so we're looking at redoing photography/videography every other year, correct? *Julie: we do recommend that but it is not required. We put it there as a way to build out a sense of freshness, growth, and newness.*
  - John Gannon: web redesign in year one and year 4 - can you explain that? *Amanda: yes, new plugins/technologies are needed and a refresh by year four. Year one of the media plan does begin in February but as there is no media in year one, it is year two of the overall plan. Gretchen: the main reason we're starting in February is because we're capturing the people that are already here and love us and getting them back for off season.*
  - John: I'd like to understand who is doing what under this budget? *Julie: we're not telling you who your agency is or who they'll recommend we just want someone to be able to focus on those items for you.*

- John: a target audience I didn't see listed was Covid refugees and I was wondering if you could speak to that. *Julie: you're exactly right. We had built that into the long version of the plan and to bring some relationship building and if we can. This is low hanging fruit, the same with your winter travelers. If we had access to those who had visited at Mount Snow we would absolutely want to invite them back to visit during spring and summer.*

Meeting adjourned at 7:13 pm

Respectfully Submitted,  
Jessica DeFrancesco, Administrative Assistant

Approved by the Wilmington Selectboard:

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Thomas Fitzgerald, Chair

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John Gannon, Vice Chair

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Vince Rice, Clerk

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Sarah Fisher

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Tony Tribuno