

Wilmington Selectboard Meeting Minutes
Joint Meeting with Dover
February 16, 2022

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

Dover Board: Vicki Capitani, Joe Mahon, Dan Baliotti, Sarah Shippee

Others: Scott Tucker, Jessica DeFrancesco, Gretchen Havreduk, Eric Durocher, Shannon Wheeler, Tim Dolan, Jessica Lee Smith

Meeting called to order at 6:02 pm

1. 1% Local Option Tax Request

- Tim Dolan, Marketing Director, presented a Bi-Town Marketing proposal based on the five-year plan brought to the Boards last year. In FY21 created a new visitvermont.com website; content capturing through photos and videos; hired Dolan as Marketing Director. Upcoming summer photos and a professional photo shoot. Website maintenance, content creation, Director salary, photography/videography, and digital advertising make up the majority of the budget. Committing to this year does not mean each town is committed for the full five years. Fitzgerald and Fisher would like to discuss the plan more at a later date. Havreduk feels that marketing the valley is really important and needs to be in the forefront. Tribuno would also like more time to get more background on the plan and what has been done. Fisher would like to have a more definitive long-term plan, not a year-to-year plan. Gannon moved to approve a 1% request from the Bi-Town Marketing Committee in the amount of \$55,979 for the purpose of hiring an agency for branding and ad creation, Tribuno second; 4-1.

Meeting adjourned at 6:54 pm.

Respectfully Submitted,
Jessica DeFrancesco, Administrative Assistant

Approved by the Wilmington Selectboard:

Thomas Fitzgerald, Chair

John Gannon, Vice Chair

Vince Rice, Clerk

Sarah Fisher

Tony Tribuno