

Bi-Town Economic Development Committee
Meeting Minutes
via Zoom & Deerfield Valley Rescue
Thursday, June 2, 2022

Members present: Heidi Taylor, Gretchen Havreluk, Bill Benneyan, Brian Suhadolc

Members present via Zoom: Vicki Capitani, Eric Durocher, Bethaney LaClair, Adam Grinold, Christine Howe (8:22)

Also present via Zoom: Shannon Wheeler, Tim Dolan, Meg Staloff (8:10), Jessica Lee Smith (8:13)

Meeting called to order at 8:02 am by Chair Heidi

- I. Additions or changes to the agenda:
 - a. Introductions of/to Brian Suhadolc from Mount Snow.
- II. Approve minutes of May 5:
 - a. Motion to approve by Bill, seconded by Eric. Motion approved.
- III. Housing Committee Update:
 - a. Eric: <https://www.deerfieldvalleyhousing.com/> website launched; adding resources as we find relevant. Granicus representative came again to last meeting to give a broad overview of the short term rental registration process.
 - b. Eric shared a recap of that discussion and the history of it as part of conversation of how this should be a Valley wide effort and both Dover and Wilmington need to work together. [Recording of that meeting: <https://youtu.be/L7VR5vLiLKw>]
 - c. Gretchen: VTCDa holding a housing event June 28 in Barre. [<https://www.vtcda.org/spring-2022.html>]
- IV. Marketing Committee Update:
 - a. Tim Dolan Digital Campaign Presentation [PDF of presentation follows] [YouTube Video Link - <https://www.youtube.com/watch?v=XY6R5XKivZ0>]
- V. DV Fiber Update:
 - a. Gretchen: Ann Manwaring has stepped down as Chair; Steven John is now Chair. Things moving forward working on financing for Phase 1. Seeking an Executive Director.
 - b. Discussion on where new Consolidated Fiber will run, when it will be available for signups and the relationship between Consolidated, DVFiber and Duncan Cable.
- VI. Other Business: *None*
- VII. Wilmington update:
 - a. Gretchen: Working with Sen Sanders office on an earmark for water/sewer Rt 9 East project. Selectboard to discuss municipal ARPA funds and taking suggestions at June 21 meeting. Cannabis retail sales revote passed. Safety Facility Grand Opening June 25. Beaver Street Art Project June 18 opening.
 - b. Meg: Last piece being installed this weekend. Raffle off art prototypes from it, each piece has own set of tickets. [<https://www.beaverstreetart.com>]. Curbing being installed in July & working on plow guidelines. Closing street for Opening so you can get up close to it and meet the artists.
- VIII. Dover update:
 - a. Vicki: Had a dog issue in Dover, the Board made a ruling and the owner appealed to the VT Supreme Court and the Town won and our enforcement was upheld. Pupil weighting – new legislation passed after a long battle we put both money and personnel towards.
 - b. Eric: DOIT applications closed on May 31 with most we've ever had. Working with Village Center district businesses on tax credit applications. Finishing framework on Dover Technical Assistance Program. Helping non profits with some family activities: Library Story Walk, Dover School and

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Living History Association historical driving tour. Close to finishing up Town Forest dedication to Phil Bartlett. Getting through RFP process for Horace Hill waiting on maps to use.

IX. Mount Snow update:

- a. Brian: Golf course open for a few weeks now. Mountain biking and scenic lift rides open Fri-Sun now through October plus extra days for Labor Day and 4th of July. Friday afternoon block parties through summer. Old lift terminals are out, still some towers left to finish. Waiting on rebar.

X. Hermitage Club update:

- a. Focused on snowmaking system maintenance and upgrades, Snocat storage building started. Around 125 working days until next season.

XI. BDCC update:

- a. Adam: Hosted SoVT Economy Summit at Grand Summit. Meg Staloff stepped in to help coordinate that with Sarah Lang's departure and it was seamless. Attendees from all over the state. Dover's Town Meeting wrapped up our SeVeds funding requests. 89% of Windham county residents served through Municipal funding request. About 55 refugees employed now and we do anticipate a new group in the coming months, likely not from Afghanistan. Have retained that group and also seeing additional refugees come here from their initial relocation. Pitch Events for Business Plan Competition coming at Trail 87. Brattleboro, Londonderry and Bellows Falls locations also in June leading up to enrollment for the competition taking place in October. Focused on growth and scale but not limited to that. Lending and technical assistance updates: continuing to see an increase in interest in lending. We're supporting several businesses in the valley right now through that and also several through technical assistance. A reminder there is dedicated staff for that, Eyad Salha. He's helping them understand COG and Balance Sheets. Would love referrals for that including those businesses that have trouble accessing funding.

XII. Chamber update:

- a. Bethaney: Prepping for Fireworks on July 2nd, Golf Tournament on July 25th and Blueberry Festival July 29- August 7. Wine and Harvest in September. Were able to change state special event permits so not affecting just us but all large alcohol including events. Restarted mixers at Trail 87 with 1a Coffee. Next one June 16 at Vermont Distillers celebrating Natural History Museum 25th anniversary, pushing out businesses as much as possible on social media platforms. Growing our memberships which is great, including FoodConnects coming in from Brattleboro.

XIII. Moover update:

- a. Christine: starting to recruit for winter seasonal employees again. Changes in CDL program through us, can still offer but will take longer now.

XIV. Next meeting July 7.

XV. Motion to adjourn by Eric at 9:07am, seconded by Gretchen

Respectfully submitted,

Shannon Wheeler
Economic Development, Town of Dover



Southern Vermont Deerfield Valley Bi-Town Marketing Update

June 2, 2022

Google Ads

- Running efficiently since May 11
- Good results, maxing out our budget daily
- Broadened our search terms from the past to capture attention of more people searching for general VT terms

TOP SEARCHES

things to do in vermont

vermont vacation

things to do in southern vermont

visit vermont

vermont tourism

places to visit in vermont

Clicks ▾

1.09K

Impressions ▾

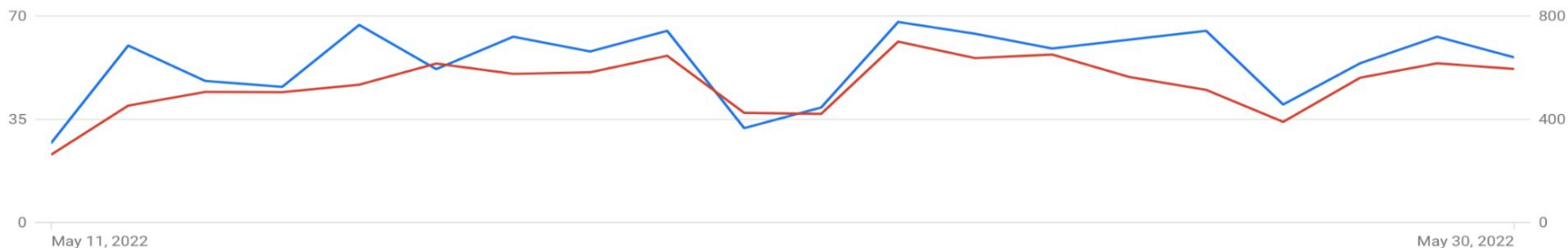
10.8K

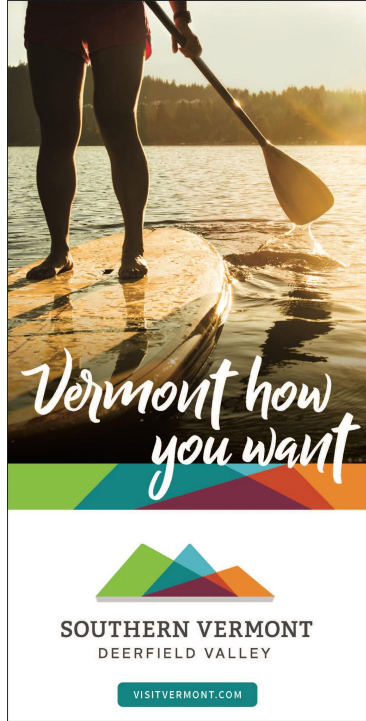
Avg. CPC

\$0.54

Cost

\$590

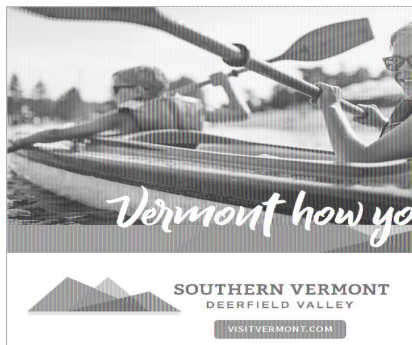
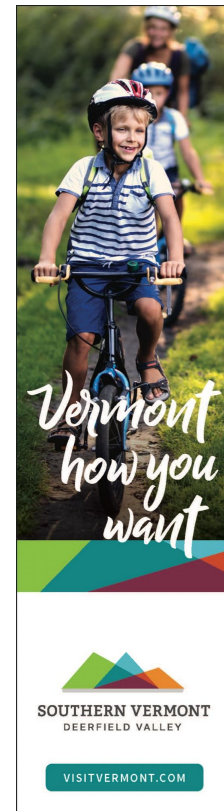
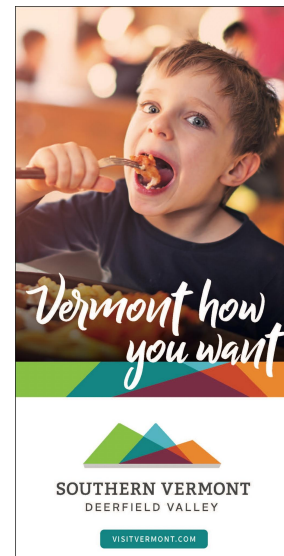
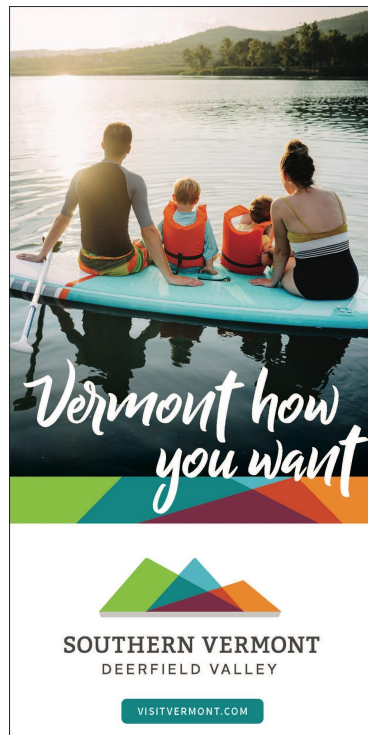
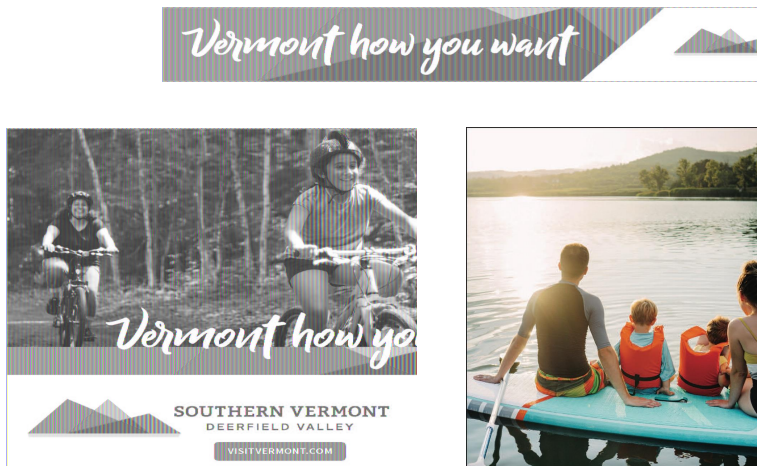




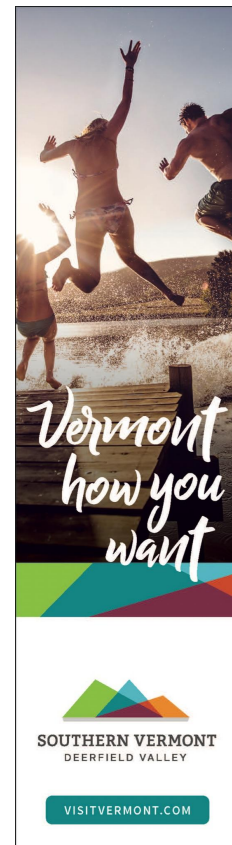
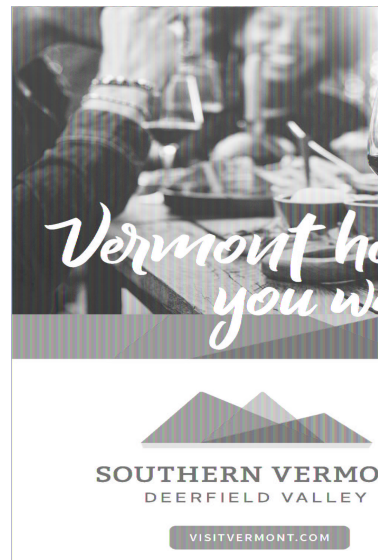
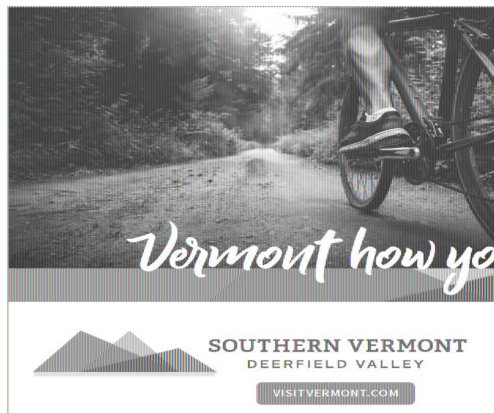
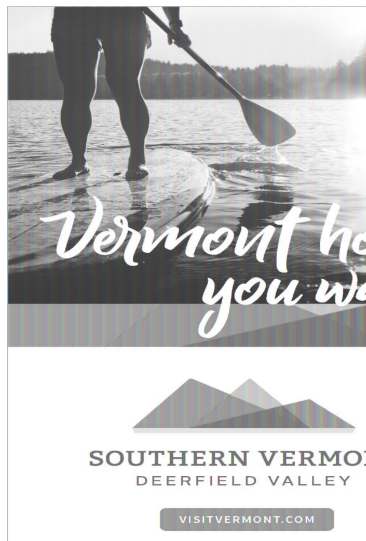
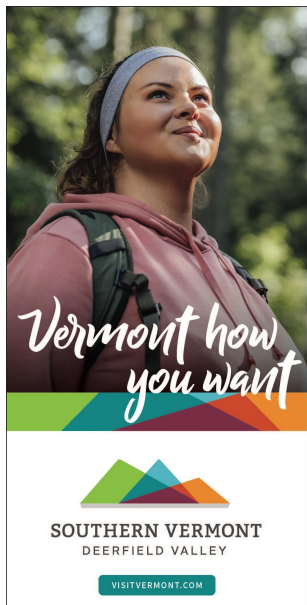
Digital Campaign

- Began running in mid May
- Focus on Programmatic Display and Facebook/Instagram
- Testing YouTube & TikTok
- Targeting two demographics identified in 5 Year Plan
 - Multigenerational Families (no TikTok)
 - Young Adults
- Scheduled image swap in early July
- Adjustment in late August to focus on foliage

Family Display Examples



Young Adult Display Examples



Family Facebook/Instagram Examples

Newsfeed | 1200w x 628h



Facebook and Instagram newsfeed

Text: Countless ways to reconnect, one destination close to home.
Welcome to summer in Southern Vermont, where we have it all.

Headline: Your Memories, So Close.

Facebook and Instagram carousel

We have it all here, more memories, less travel—the Vermont you want.
Create summer traditions exploring it all, together.

Headline

Image 1: Timeless memories in the outdoors await.

Image 2: Jump, splash & refresh in cool waters.

Image 3: Smiles for miles on the trails.

Image 4: Satisfaction for every tastebud.

Image 5: Vermont how you want.



Carousel | 5 slides | 1080w x 1080h

Newsfeed | 1080w x 1080h



Story | 1080w x 1920h



Young Adult Facebook/Instagram Examples

Newsfeed | 1200w x 628h



Facebook and Instagram newsfeed

Text: Undiscovered treasures right in your backyard. Welcome to summer in Southern Vermont, where we have it all.

Headline: The trail less traveled.

Facebook and Instagram carousel

We have it all here, unspoiled—the Vermont you want. Create your own rugged adventures exploring all that we have to offer.

Headline

Image 1: Rugged beauty & unspoiled nature beckon.

Image 2: Pristine rivers & lakes refresh.

Image 3: Endless adventure calls on the trails.

Image 4: So close you can taste it.

Image 5: Vermont how you want.



Carousel | 5 slides | 1080w x 1080h

Newsfeed | 1080w x 1080h



Story | 1080w x 1920h



YouTube Video



TikTok Video





Content Capturing

- Hired 2 new photographer contractors
- Hired Social Media Content Creator contractor
- Scheduled photo & video shoot on June 2
 - Hiking at Hogback & Molly Stark
 - Outdoor dining & ice cream @ Wahoo's
- Diversity Photo Shoot on June 29 & 30
 - Day 1 - Valley Trail, Crosstown Trails, MS Golf, Fairways, Downtown Wilmington
 - Day 2 - Harriman's Reservoir boating, swimming, picnicking followed by ice cream & cocktails at Hogback Scenic Overlook
 - Huge thank you to Mount Snow & High Country Marina!!!

