

**Wilmington Selectboard Meeting Minutes
Joint Meeting with Dover
October 26, 2022**

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

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

Others: Jessica DeFrancesco, Gretchen Havreluk, Eric Durocher, Shannon Wheeler, Tim Dolan, Bethaney LaClair, Tim Shannon, Melissa Boyles, Ian Campbell, Mike Eldred, James Hamilton, Jessica Lee Smith, Scott Salway

Meeting called to order at 6:31 pm

- Bi-Town Marketing Campaign
 - o Tim Dolan presented the final 2022 Marketing Campaign. Primary campaign ran from May- October, targeting families and young adults. In mid-July the photos in the campaign were changed out from stock photos to photos taken at a photoshoot. The shoot had about 20 models, took two days, and was paid for by a state grant of \$11,000, donations of \$5,000, and about \$1,900 from the campaign. The YouTube test channel wasn't performing well, so it was discontinued in July. Budget was moved to TikTok since it was performing better. Google ads will continue through the end of March. A foliage tracker was added to the website. About 156,000 came to the website. Last year was about 50,000. Social media followers increased by 13% since starting the campaign. Banners in both Dover and Wilmington have been replaced with a design similar to the ad campaign. Dan Baliotti asked if there were plans to do anything in print. There are no plans right now because there isn't as much flexibility and you don't get real-time data like you do with digital campaigns. Tony Tribuno asked if there is any way to tell if there has been an economic impact. Businesses have seen more traffic but it's hard to tell if it is directly related to the campaign.

Meeting adjourned at 7:00 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