

**Bi-Town Economic Development Committee  
Meeting Minutes  
via Zoom & Deerfield Valley Rescue  
Thursday, October 6, 2022**

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

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

Also present: Jessica Roberts

Also present via Zoom: James Walker, Shannon Wheeler, Tim Dolan

**Meeting called to order at 8:01 am by Chair Heidi**

- I. Additions or changes to the agenda: *None*
- II. Approve minutes of September 1:
  - a. Motion to approve by Eric, seconded by Bill. Motion approved.
- III. Housing Committee Update:
  - a. Dover held short term rental registration discussion at Selectboard meeting. STR Subcommittee members Gretchen, Eric, and chair Charlie Foster putting those meetings together. Interest has been good it's a full group and expect productive conversations.
  - b. Vermont housing finance agency held Town meeting last week with legislators and senators in attendance. Was surprised to hear them say STR won't be state regulated, and towns will need to come up with their own ordinances.
  - c. Wilmington bylaw modernization group had a walk-through last night; public meeting next Tuesday at 6pm at OSEC.
- IV. Marketing Committee Update:
  - a. Summer Campaign update [attached] by Marketing Director, Tim Dolan
  - b. Campaign has a few days remaining, data will be updated before presenting to joint Selectboards
- V. DV Fiber update:
  - a. Executive Committee meeting weekly, open position on it Gretchen is on nominating committee.
- VI. Other Business:
  - a. Walgreens Update & Discussion:
    - i. Gretchen and Eric met and are reaching out to other pharmacies to see what options could exist if there's a Walgreens closure.
- VII. Wilmington update:
  - a. Gretchen: working on bylaw modernization grant, hoping for completion in March. Moving forward with ARPA funded Route 9 E infrastructure final design and engineering to be shovel ready for other grant opportunities.
- VIII. Dover update:
  - a. Vicki: RFP is out for the new well at Town Common due to PFAS. Have spent \$65,000 on testing along without any mitigation yet.
  - b. Eric: hearing from a lot of association managers on PFAS issues as well, will continue to talk about this for a while. 1% LOT August payment was 2<sup>nd</sup> largest payment we've ever received. State confirmed it's accurate but cannot provide details. Horace Hill RFPs have launched and we're getting some correspondence back. Join us October 22 at 2pm at Dover Town Forest as we rename it Dover Town Forest and Phil Bartlett Recreation Area. Parking lot expansion there complete, new entrance sign installed and bronze plaque coming. Launched Dover Technical Assistance Program and awarded some applicants grants for this first year.

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**IX. Mount Snow update:**

- a. Oktoberfest Saturday, summer ops end the following weekend. New lifts nearing completion and will be ready this season. Prepping snowmaking, eyeing November 11 opening date.

**X. Hermitage Club update:**

- a. December 10 opening date. Annual member meeting this weekend.

**XI. BDCC update:**

- a. SEDS projects being ranked right now. Continuing to see significant inquiries for technical assistance and micro loan programs. Our technical assistance provider leaving this week but continue to send people our way

**XII. Chamber update:**

- a. Wrapped up Wine & Harvest Festival, brought around 2,000 guests in between Friday and Saturday. Thank you to Mount Snow and sponsors and volunteers. Getting ready to roll out new membership structure. Working on annual meeting and gala in December and closing out fiscal year that ended September 30.

**XIII. Moover update: *None in attendance***

**XIV. Next meeting November 3**

**XV. Motion to adjourn by Eric at 8:45am, seconded by Brian**

Respectfully submitted,

Shannon Wheeler  
Economic Development, Town of Dover



# SOUTHERN VERMONT

## DEERFIELD VALLEY

**Bi-Town Committee Update**  
**October 6, 2022**



SOUTHERN VERMONT  
DEERFIELD VALLEY



visit\_vermont  
Sponsored



## PRIMARY AD CAMPAIGN

- Run from May 16 to October 10
- Two target audience: Families & Young Adults
- Delivered across 4 channels
  - Meta Platforms (Facebook & Instagram)
  - Programmatic Display
  - YouTube
  - TikTok (Young Adult only)





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DEERFIELD VALLEY

## Social Media - Meta Platforms + TikTok

Impressions  
6,160.2K

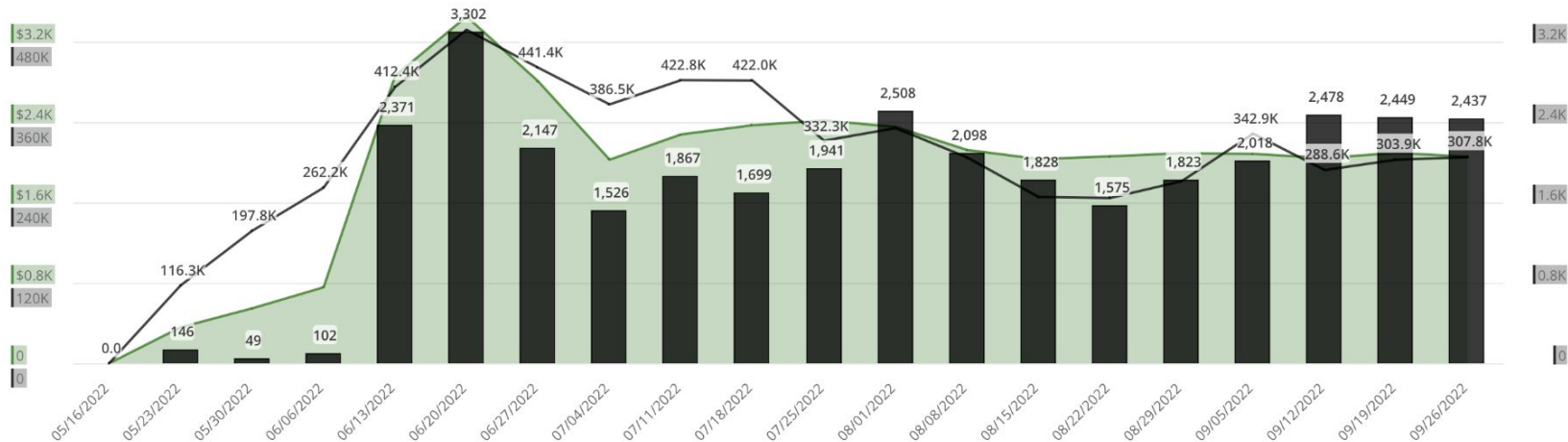
Clicks  
34.4K

Video Comp...  
7.0K

Social Enga...  
1.7K

Spend  
\$38.8K

Media Cost Impressions Clicks



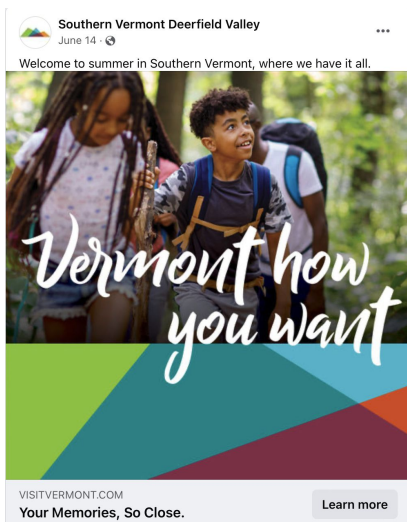
Vermont how you want



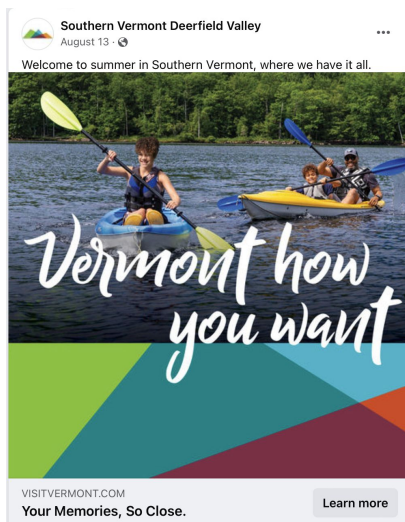
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DEERFIELD VALLEY

# Meta Platforms - Run from May 16 to October 10

## 3 Design Changes Throughout the Summer & Fall



May 16 to Mid July  
Stock Photos



Mid July to Mid Sept  
Photos from June Shoot



Mid Sept to Oct 10  
Fall Photos from 2021

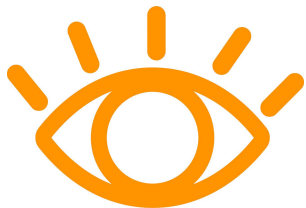




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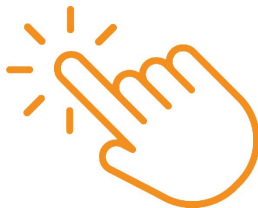
## Meta Platforms

5,505,986



Impressions

27,815



Clicks

0.51 %



Click Through  
Rate

\$1.23



Cost Per  
Click

### CTR comparisons for perspective:

Large Ski Resort Group – 0.4%

State Tourism (Different State) – 0.52%

Housing Developer – 0.44%

Fitness Center – 0.53%

*Vermont how you want*

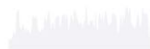




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## Programmatic Display

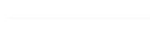
Impressions  
11,366.7K



Clicks  
9.2K



Video Com...  
0.0



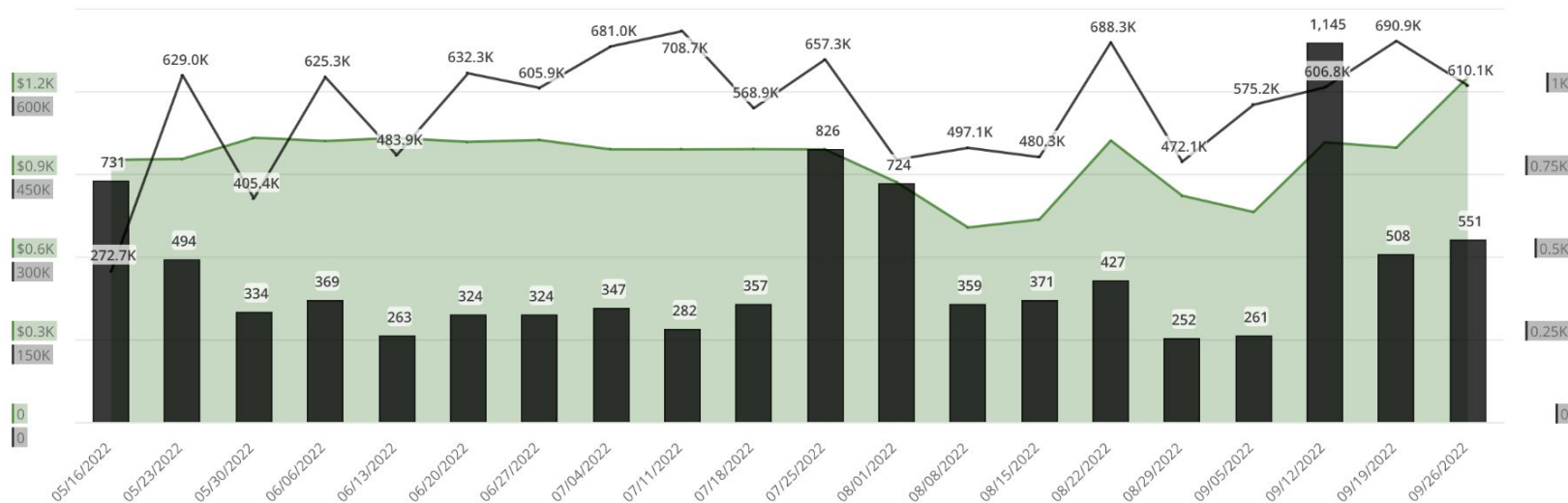
Social Enga...  
0.0



Spend  
\$19.2K



Media Cost Impressions Clicks



Vermont how you want

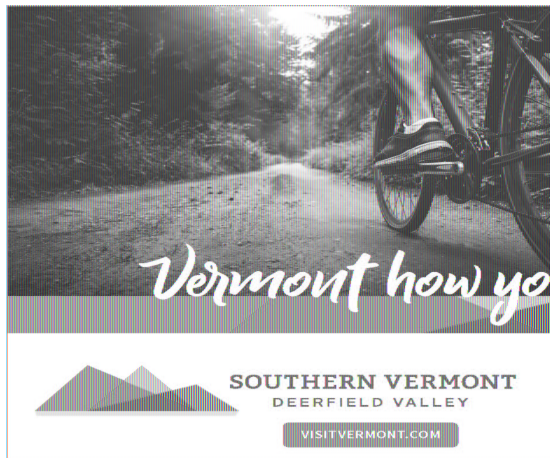




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Fall Photos from 2021

Vermont how you want



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DEERFIELD VALLEY

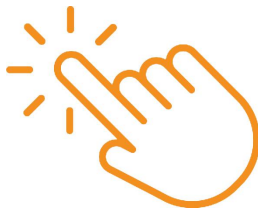
## Programmatic Display

11,366,743



Impressions

9,249



Clicks

0.08 %



Click Through  
Rate

\$2.07



Cost Per  
Click

### CTR comparisons for perspective:

Large Ski Resort Group – 0.11%

State Tourism (Different State) – 0.05%

Housing Developer – 0.09%

Fitness Center – 0.07%

*Vermont how you want*



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DEERFIELD VALLEY

## YouTube - Run from May 16 to July 13

Test channel

Originally scheduled to run till mid-August

Ended early and re-allocated remaining to TikTok

Impressions

358.0K

Clicks

256.0

Video Com...

226.0K

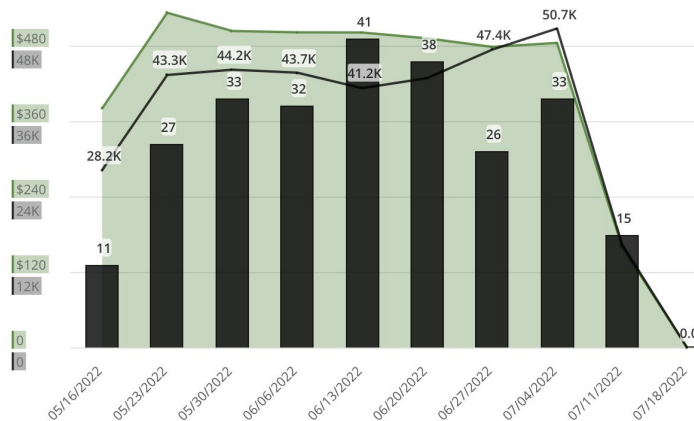
Social Enga...

0.0

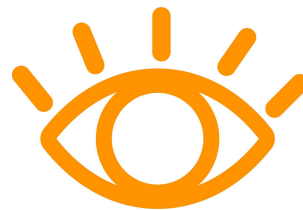
Spend

\$4.0K

Media Cost Impressions Clicks

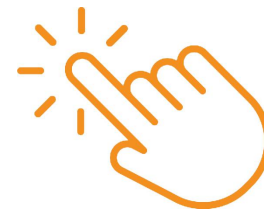


358,044



Impressions

256



Clicks

0.07 %



Click Through  
Rate

\$15.75



Cost Per  
Click

Vermont how you want



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DEERFIELD VALLEY

## TikTok - Run from May 16 to August 15

Test channel

Originally scheduled to run till mid-July

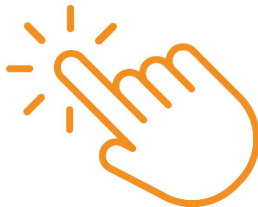
Re-allocated YouTube budget to keep going into August

654,155



Impressions

6,549



Clicks

1.00 %



Click Through  
Rate

\$0.67



Cost Per  
Click

### CTR comparisons for perspective:

Regional telecomm provider – 0.84%

State tourism (different state) – 1.06%

Large ski resort – 1.15%

Fitness center – 0.9%

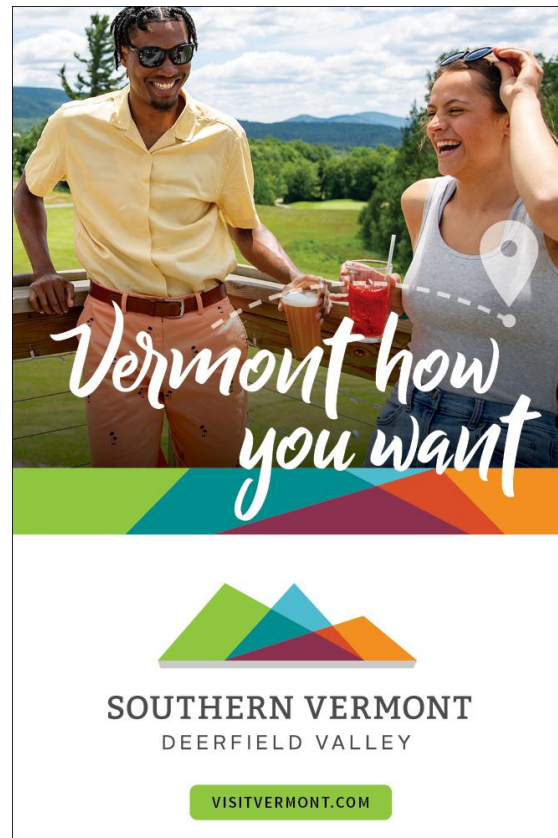
*Vermont how you want*



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DEERFIELD VALLEY

## DAY DRIVE AD CAMPAIGN

- Run from August 1 to October 10
- Two target audience: Families & Young Adults
  - Lower income thresholds from primary campaigns in order to target underserved communities
- Delivered across 2 channels
  - Meta Platforms (Facebook & Instagram)
  - Programmatic Display

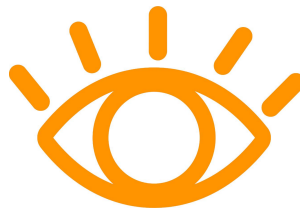




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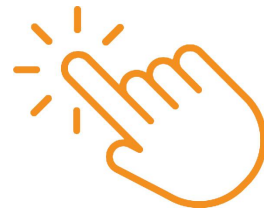
## DAY DRIVE AD CAMPAIGN - Meta

919,508



Impressions

6,662



Clicks

0.72 %



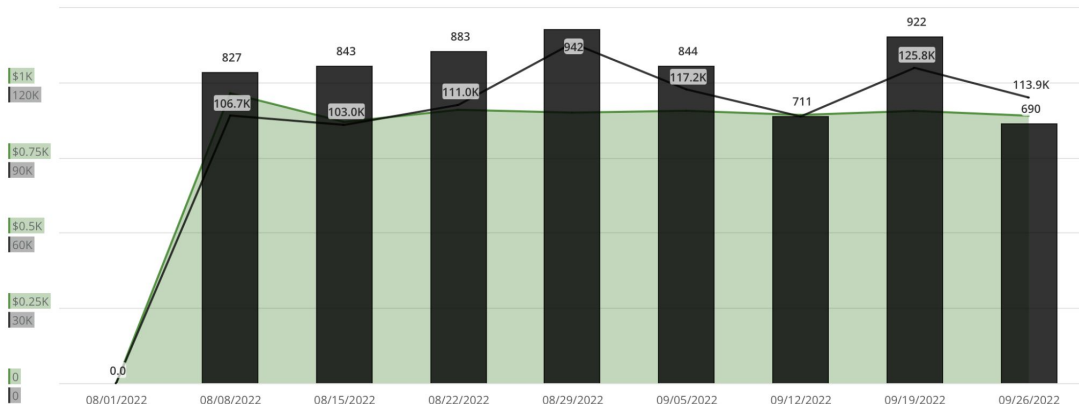
Click Through  
Rate

\$1.08



Cost Per  
Click

Media Cost Impressions Clicks



Vermont how you want



# DAY DRIVE AD CAMPAIGN - Meta

## Family



## Young Adults



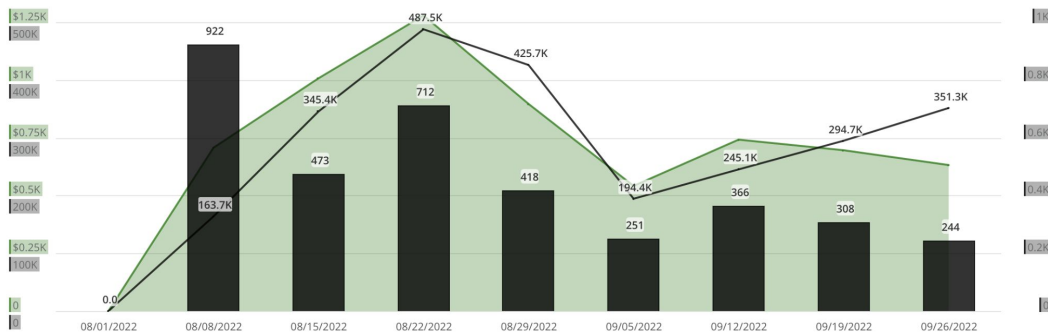




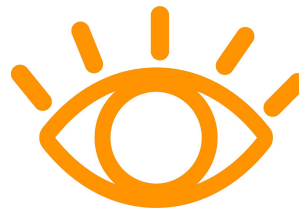
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## DAY DRIVE AD CAMPAIGN - Display

Media Cost Impressions Clicks

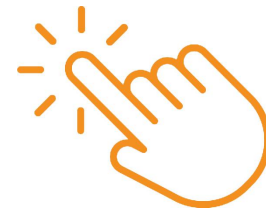


2,507,886



Impressions

3,694



Clicks

0.15 %



Click Through  
Rate

\$1.75



Cost Per  
Click

Vermont how you want



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DEERFIELD VALLEY

## GOOGLE ADS

Run from May 16 and will continue through March 31

Adjusted the daily spend up in mid-July to capitalize on strong summer performance

Decline for ~2 weeks in August due to change in the conversion method



Vermont how you want



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DEERFIELD VALLEY

## GOOGLE ADS

<input type="checkbox"/>	<input type="radio"/>	Ad group	Impr.	CTR	Cost	↓ Clicks
<input type="checkbox"/>	<input checked="" type="radio"/>	General Terms	59,929	10.77%	\$2,953.68	6,454
<input type="checkbox"/>	<input checked="" type="radio"/>	Leaf Peeping	21,761	8.54%	\$626.51	1,859
<input type="checkbox"/>	<input checked="" type="radio"/>	Vermont Hiking	16,094	6.53%	\$416.33	1,051
<input type="checkbox"/>	<input checked="" type="radio"/>	Vermont Biking	16,764	6.02%	\$422.72	1,010
<input type="checkbox"/>	<input type="radio"/>	Lake Life	10,520	4.48%	\$208.44	471
<input type="checkbox"/>	<input checked="" type="radio"/>	Vermont Golf	4,558	3.69%	\$250.62	168
<input type="checkbox"/>	<input checked="" type="radio"/>	Vermont Dining	3,737	3.29%	\$83.20	123

Vermont how you want



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## Summer Photoshoot - June 29 & 30



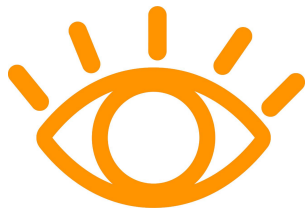
Vermont how you want



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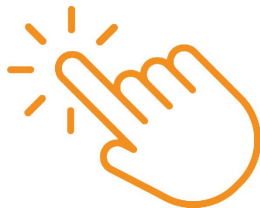
## OVERALL CAMPAIGN PERFORMANCE TO DATE

21,445,685



Impressions

65,361



Clicks

0.30 %



Click Through  
Rate

\$1.24



Cost Per  
Click

*Vermont how you want*