

**Bi-Town Economic Development Committee**  
**Meeting Minutes**  
**via Zoom & Deerfield Valley Rescue**  
**Thursday, November 3, 2022**

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Members present: Gretchen Havreluk, Heidi Taylor, Brian Suhadolc, Adam Grinold, Vicki Capitani

Members present via Zoom: Eric Durocher, Bill Benneyan, Bethaney LeClair

Also present: Jessica Roberts

Also present via Zoom: Shannon Wheeler, Tim Dolan

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

- I. Additions or changes to the agenda: *None*
- II. Approve minutes of October 6:
  - a. Motion to approve by with a correction (Wilmington bylaw modernization group had a tour not a walk through) by Gretchen, seconded by Bill. Motion approved.
- III. Housing Committee Update:
  - a. Met last month, good talk on our website deerfieldvalleyhousing.com. Updating resources and expanding offerings before our next meeting. Please send anything you have to add in to update resources. STR Subcommittee met for first time this week. Some upcoming housing events, Sue Rand attended a Vital Communities event. Eric presenting and hosting roundtable at Vermont Statewide Housing Conference on November 16.
  - b. Adam: shared on state changes to lead paint rules for landlords.
- IV. Marketing Committee Update:
  - a. Gretchen: presented 2022 digital ad campaign last month here and to joint Selectboards. Going to Selectboards individually on 11/15 with marketing plan and budget if you could go and support.
  - b. Tim: presented 2023 Marketing Plan and Budget [attached].
  - c. Vicki: what are plans if only one town passes? Or if one or both towns cut down the amount of support? *Hoping both towns give full support but as we are asking at an earlier point in the year, we have time to adjust if needed before campaign would begin in April.*
  - d. Adam: any talk on midweek vs weekend business? *No real talk on this yet still working on our first year of strategic plan. Will work with Chamber members to see if they want to offer something in the future.*
- V. DV Fiber update:
  - a. Gretchen: hiring an administrative assistant. Working on make ready, should have Stamford/Readsboro area test customers up December 1. Still looking for grant and future funding opportunities.
- VI. Other Business: *None*
- VII. Wilmington update:
  - a. Gretchen: OSEC still working on renovations, main floor bathroom done now working on 2<sup>nd</sup>. Floor. Grants committee applying for Northern Borders for old section of building. Wilmington Works Economic Development Committee hosting 'We Have a Space for You' walking tour Sunday 11/6 at noon. Will be visiting buildings for sale or commercial rent. Bylaw modernization group working on a challenging issue on Shafter St vacant parcel that someone wants to develop into 4-6 units. Will be in new office next week in old police station. Wilmington Works has also moved there.
- VIII. Dover update:
  - a. Vicki: lengthy meeting Tuesday night with a lot of trails talk. We are feeling the interest in trails and the different parties involved in trails. Signed agreement to hire for scoping study for Snow

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Lake Dam. Working with Mount Snow, costs higher than anticipated and grant funds. Lots of discussion on drilling well at Town Common. This is a very big expense to the Town so working on grants and finding funding and raising attention. Entering into Budget season.

- b. Adam and Gretchen shared info on DEC and ACCD grants available that may be applicable – Eric will look into.
- c. Eric: held Town Forest dedication renaming for Phil Bartlett with great attendance. Waiting for responses on RFPs for Horace Hill property. Updating programs and budgeting for next year.

**IX. Mount Snow update:**

- a. Brian: good summer construction wise, lifts still in process. Staffing is feeling good with the \$20 minimum wage. Daily ticket sales will be capped for a better guest experience. Waiting on weather for opening day, was scheduled for 11<sup>th</sup>.

**X. Hermitage Club update:**

- a. Bill: waiting for a good 2 week forecast. Well hired, a little concern around illness impacting opening and holidays so working on contingencies for that. Working on next spring's project list with this weather.

**XI. BDCC update:**

- a. Adam: Londonderry and Grafton got wastewater grants of almost 8 million dollars. BDCC working to support the grant management aspect on these. In middle of selectboard visits for SeVEDS funding. Developing Southern Vermont Economic Development Zones EDD district – Bennington and Windham Counties. Working on turning GS Precision into federally recognized apprenticeship program and in state programs.

**XII. Chamber update:**

- a. Bethaney: in process of rolling out new tiered membership structure; positive response so far. New membership management portal close to launching. Member mixer on 11/16 at Wilmington Inn cohosted by Fidium. Annual Gala December 7<sup>th</sup> at Haystack Golf Club.

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

**XIV. Next meeting December 1**

**XV. Motion to adjourn by Adam at 8:46am, seconded by Brian**

Respectfully submitted,

Shannon Wheeler  
Economic Development, Town of Dover



SOUTHERN VERMONT  
DEERFIELD VALLEY

## 2023 Marketing Plans

### Ad Campaigns

- Continue “Vermont How You Want” campaign and build off of momentum from summer ‘22
- Evaluate budget allotment and reallocate based on ‘22 results
  - Spend more in TikTok, potentially test family demographic
  - Decrease programmatic display spending
  - Look at programmatic video - recommended in 5 year plan and by FiveFifty media buy team
  - Continue with SEM plan as modified in July ‘22
  - Evaluate potential of hiring influencers
- Begin campaigns earlier (early April)
- Look into broadening geographic area - test adding Philly & NJ to Meta

### Website

- Create unique landing pages for campaigns instead of using homepage
- Update and expand our activities listings
- Create sample itineraries for first time visitors
- Create photo & video gallery to deliver true sense of the area
  - Research potential for live webcams
- Work with Chamber to develop wedding destination content

### Content Creation

- Budget similar to FY ‘22 but without support of state grant
- Evaluate and identify holes in current content portfolio and plan small specific shoots next summer to address those needs (ie mountain biking, fall activities)

## **Social Media**

- Continue with social media Content Creator position
- Evaluate feasibility of beginning TikTok organic channel

## **Email Marketing**

- Break out existing Chamber list into sub categories (ie Events, Businesses, Visitors)
- Create and execute an email calendar focusing on travel guests
- Work with 10F to install place on website to enter email address

## **Brand Work**

- Create ways for the entire community to embrace & become brand ambassadors
  - Business hype training video

## FY2023 Bi-Town Marketing Proposed Budget

Account	BUDGET	FY22 CARRYOVER	ASK	NOTES
<b>STAFFING</b>	\$54,019	\$14,876	<b>\$39,143</b>	
<i>Marketing Director</i>	\$52,019	\$12,876	\$39,143	January through March budgeted for in FY22
<i>Travel</i>	\$2,000	\$2,000	\$0	
<b>PROFESSIONAL FEES</b>	\$24,538	\$2,408	<b>\$22,130</b>	
<i>Campaign Creative</i>	\$10,000		\$10,000	
<i>Website Redevelopment</i>	\$0		\$0	
<i>Website Maintenance</i>	\$1,188		\$1,188	
<i>Photography</i>	\$6,350	\$1,048	\$5,302	
<i>Videography</i>	\$5,000		\$5,000	
<i>Blog</i>	\$0	\$1,360	-\$1,360	Not continuing for FY23, can roll remaining FY22 budget to bottom line
<i>Chamber Admin</i>	\$2,000		\$2,000	
<b>DIGITAL ADVERTISING</b>	\$87,000	\$5,321	<b>\$81,679</b>	
<i>Media Buy</i>	\$70,000		\$70,000	
<i>Organic Social</i>	\$1,000	\$1,448	-\$448	Reducing total from FY22 and putting towards Influencers
<i>Influencers</i>	\$4,000		\$4,000	
<i>SEO</i>	\$12,000	\$3,873	\$8,127	January through March budgeted for in FY22
<b>IT</b>	\$1,968	\$212	<b>\$1,756</b>	
<i>AirDNA</i>	\$600		\$600	
<i>Adobe Suite</i>	\$636	\$212	\$424	January through March budgeted for in FY22
<i>Dropbox</i>	\$144		\$144	
<i>Hootsuite</i>	\$588		\$588	
<b>PRINTING</b>	\$2,000	\$2,402	<b>-\$402</b>	
<i>Banners</i>	\$0	\$2,402	-\$2,402	Can roll remaining FY22 budget to bottom line
<i>Stakeholder Materials</i>	\$2,000		\$2,000	
<b>TOTAL</b>	<b>\$169,525</b>	<b>\$25,219</b>	<b>\$144,306</b>	
		<b>Per Town</b>	<b>\$72,153</b>	