

Bi-Town Economic Development Committee
Meeting Minutes
via Zoom & Deerfield Valley Rescue
Thursday, May 4, 2023

Members present: Heidi Taylor, Gretchen Havreluk, Bill Benneyan

Members present via Zoom: Vicki Capitani, Bethaney LaClair, Eric Durocher, Adam Grinold

Also present via Zoom: Shannon Wheeler, Tim Dolan, Jessica Lee Smith (8:40)

Meeting called to order at 8:09 am by Chair Heidi

- I. Additions or changes to the agenda: *None* [Minute approval was for February, not March, and some items were given in different order]
- II. Approve minutes of February 2:
 - a. Motion to approve by Eric, seconded by Bill. Motion approved.
- III. Election of Chair and Vice Chair:
 - a. Motion by Vicki to nominate Eric as Chair and Bill as Vice Chair, seconded by Adam. Nominations accepted. Motion passes. [Decided Heidi would continue to as Chair for this meeting]
- IV. Housing Committee Update:
 - a. Added some resources including a page to post housing needs anonymously on deerfieldvalleyhousing.com. Long term rental incentive program discussion continues. Wrapped STR committee meetings, recommendations to Selectboard coming soon.
- V. Marketing Committee Update:
 - a. 2023 Digital Campaign: Tim Dolan - [presentation attached]
- VI. Other Business:
 - a. Frequency of Meetings: Discussion on moving to bimonthly or quarterly meetings moving forward to help have more robust discussions and updates and help with quorum issues. Decided to meet in odd months: May, July, September, November, January, and March. Meetings will continue to be hybrid. Charge needs to be updated, will meet in June briefly to approve those changes and then bring those to Selectboards.
 - b. Economic Data Reporting to Committee: Discussion on bringing Meals and Rooms Tax and Alcohol Tax data to the committee as well as local option tax data. LOT data comes in quicker and will be shared with Selectboards first. [Meals and Rooms statistics found here <https://tax.vermont.gov/data-and-statistics/mrt#2023>]. Adam brought up using wastewater flow numbers for analysis.
 - c. Market Analysis Discussion: Wilmington Works economic development committee discussed the need for a new market analysis to be completed, especially leakage info. Found them to cost between \$20-30,000. What is possibility of completing one together and sharing the cost? BDCC may be able to provide some of that data and will keep posted.
 - d. Education Representatives: Gretchen would like to include some sort of representatives from the local school community in this committee. After some discussion it was decided she and Eric would work on this more offline and bring back to the group.
- VII. Chamber update:
 - a. Chili stroll on 3/31 had 300 attendees in rainy weather. Stations inside which business owners appreciated. 15 restaurants and almost all breweries and distilleries in area participated. Valley Craft Ales hosted after party. Upcoming events: quick pitch with BDCC at White House Inn 6/7 - looking for judges. Fireworks July 1 with 7/7 rain date, some great vendors. Golf tournament is 7/25 at Haystack. Really encouraging business to business piece. Blueberry Fest parade coming

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back this year, received funding from Dover. Wine & Harvest and Gala later in year. Job board now on Chamber website [<https://www.visitvermont.com/listing/?s=&term=jobs>]

VIII. Hermitage Club update:

- a. Working on snowmaking pipes and new pump station. On May 23 hosting BDCC Economy Summit of 200-250 people. Fireworks on 7/1 just after Chamber fireworks complete.

IX. Mount Snow update:

- a. Golf course opening 5/19 weather permitting. Scenic lift, bike park, and Friday night block parties return 6/16.

X. Dover update:

- a. Eric: Horace Hill project – disc golf and trail companies are working on design now. New project review sheet for Act 250 completed and once back from them we will put shovels in ground. DOIT Program open for applications through May 31.

XI. Wilmington update:

- a. Gretchen: Rt 9 infrastructure expansion: recipient of community recovery revitalization grant. Should hear on Northern Borders grant and from Sen Sanders office on directed spending. Boring will be happening in next weeks. Town Office being painted should finish this month. All Town departments attended BDCC pathways career fair; lots of good connections made.

XII. BDCC update: *Adam departed prior to this item.*

XIII. Moover update: *None in attendance*

XIV. Next meeting June – updated charge vote, Eric will send a Doodle Poll for meeting time and date.

XV. Motion to adjourn by Eric at 9:13 am, seconded by Bill

Respectfully submitted,

Shannon Wheeler
Economic Development, Town of Dover



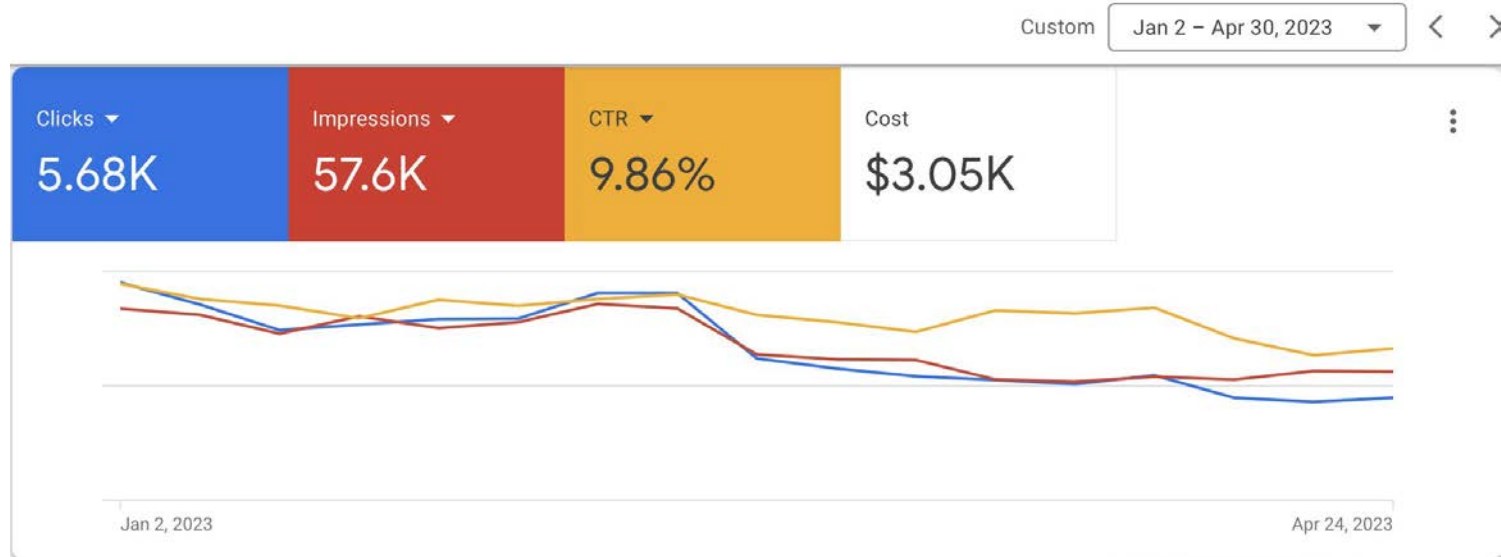
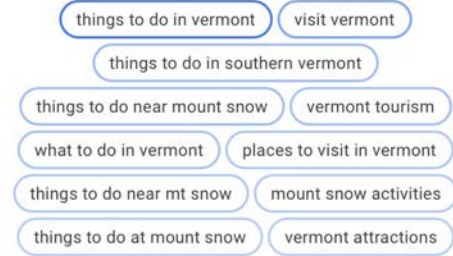
Southern Vermont Deerfield Valley Bi-Town Marketing Update

May 4, 2023

Google Ads

- \$30/day during peak ski season (mid-Dec through Feb 28)
- \$20/day for March & April
- Increased to \$40/day for May through Columbus Day

TOP SEARCHES

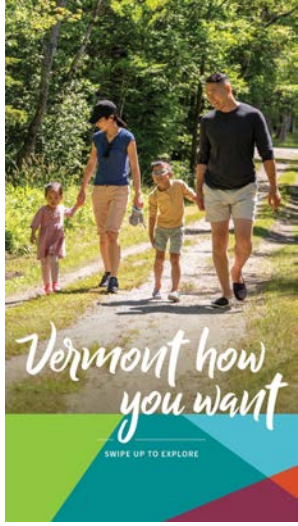


2023 Digital Campaign Phases & Media Buy

Flight						
April	May	June	July	August	September	October
Phase 1: April 10 to June 11 Meta only, Family & Young Adult segments		Phase 2: June 12 to July 23 Meta: Family & Young Adult segments Expand to test Philadelphia & NJ markets (track separately) TikTok, Young Adults/ Family Combined		Phase 3: July 24 to September 3 Meta Family & Young Adult segments Evaluate continuing with Philadelphia & NJ markets TikTok Young Adults/ Family Combined		Phase 4: September 4 to October 15 Meta, Family & Young Adult segments TikTok Young Adults/ Family Combined <i>Switch to new fall creative</i>

Channel - Partner	April Budget	May Budget	June Budget	July Budget	August Budget	September Budget	October Budget	Total Planned Budget	% Planned Budget
Social - TikTok	\$0	\$0	\$2,395	\$3,912	\$3,912	\$3,786	\$1,893	\$15,899	23%
Social - Meta	\$7,770	\$11,470	\$8,706	\$7,578	\$7,578	\$7,333	\$3,667	\$54,101	77%
Gross Total Planned Media Cost	\$7,770	\$11,470	\$11,101	\$11,490	\$11,490	\$11,119	\$5,560	\$70,000	100%

Phase 1 Family Meta Ads



FB/IG Stories



Facebook Feed



Instagram Feed



FB/IG Carousel



SOUTHERN VERMONT
DEERFIELD VALLEY

Phase 1 Young Adult Meta Ads



FB/IG Stories



Facebook Feed



Instagram Feed



FB/IG Carousel



Phase 1 Results through April 30

2,148,033



Impressions

5,456



Clicks

0.25 %



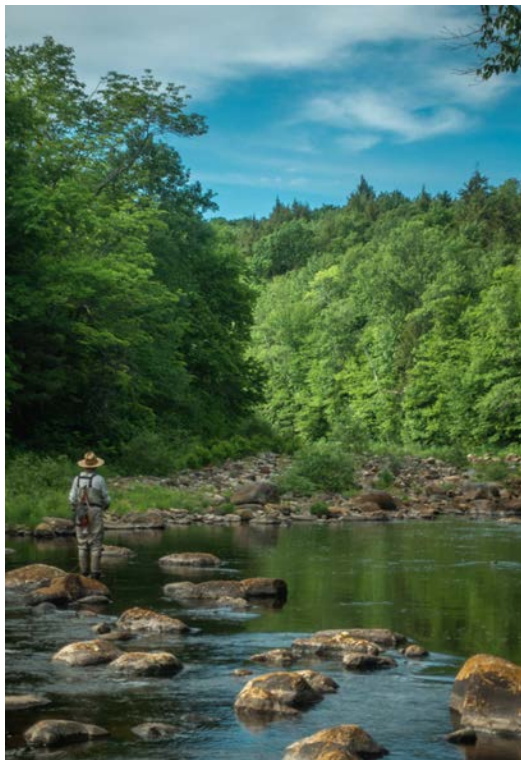
Click Through
Rate

\$1.12



Cost Per
Click

Upcoming Initiatives



- **Guilford Welcome Center**
 - Rack Card on shelves from June 1 through October 31
 - Display Case for the month of July
 - **Influencers**
 - Trying to identify 2-3 social media influencers who can take a trip to the Deerfield Valley and spread the word to their followers
 - **Hospitality Training**
 - Focusing this year on educating employees about visitvermont.com
 - Creating a video for employees to watch featuring video from last summer and messaging centering on visitvermont.com
 - Will have visitvermont.com stickers available in early June
 - **Comprehensive Signage Plan**
 - Working on a plan to discuss with Dover & Wilmington
 - Goal is to have cohesion in attributes for each town such as fonts, color palettes, logos, etc
 - Different sets of color palettes and logos for each town to maintain separation & uniqueness, but with attributes that help tie back to the greater Southern Vermont Deerfield Valley brand
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