

Bi-Town Economic Development Committee
Meeting Minutes
via Zoom & Deerfield Valley Rescue
Thursday, September 7, 2023

Members present: Gretchen Havreluk, Heidi Taylor

Also present: Jessica Roberts

Members present via Zoom: Vicki Capitani, Eric Durocher, Bill Benneyan, Adam Grinold, Tom Fitzgerald, Bethaney LaClair (8:30)

Also present via Zoom: Shannon Wheeler, Tim Dolan, John Redd

A recording of this meeting can be found here: https://youtu.be/oM_k0uloQaU

Meeting called to order at 8:04 am by Chair Eric

- I. Public Comments: *None*
- II. Additions or changes to the agenda: *None*
- III. Approve minutes of July 6th meeting:
 - a. Motion to approve by Gretchen with correction of 'non profit housing' to 'non profit art studio', seconded by Bill. Motion approved.
- IV. Housing Committee Update:
 - a. Eric: challenge getting members to meetings. Canceled September meeting to work on recruiting new members and check in with current members before October meeting. Will bring STR subcommittee conversation to Dover Selectboard.
- V. Marketing Committee Update:
 - a. Tim: update on media ad buy – have \$15k left of budget, campaign continues to mid-October. Just under 19 million impressions and 45,500 clicks so far. Last year total we had 47k clicks so pacing ahead. Fall creative kicked off Monday, website switched over to Fall and foliage tracker will be up. Working on photoshoots for Fall. Business marketing informational workshops coming in December. Thinking about what next year's ad campaign will look like.
 - b. Signage Plan Presentation and Discussion: [presentation attached] This is concept only, but we are hoping to move a comprehensive signage plan forward - a clearly defined set of standards to use throughout both Dover and Wilmington. Hoping the group can recognize the need for something consistent even if the specific fonts or examples aren't what you'd like to see. Some good feedback shared.
- VI. Economic Data Reporting:
 - a. Eric: last 1% payment received August 2nd is down 30% from same payment last year but that was the 3rd highest payment ever received. Up 154% from 2019.
 - b. Gretchen: Wilmington payment \$32,000 less from same period last year.
 - c. Adam noted Governor's office press release that all tax receipts were lower than anticipated.
- VII. Other Business:
 - a. Vermont Community Leadership Summit Recap: Eric and Gretchen spoke at afternoon session about BiTown Committee and how our two towns work together. Positive experience and well received.
- VIII. Wilmington Update:
 - a. Tom: working on replacing welcome sign by White House. Large group showed up at Selectboard meeting about pickleball. Working on finding solution to tennis courts. Questionnaire sent to us from State about replacing the Route 9 bridge 2029/2030.

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- b. Gretchen: Think we're looking at replacing all 3 welcome signs as all are in poor condition. Writing grant to reclaim the tennis courts, built in 1972 and have never once had a full reclamation. Town building painting project finished, Town Manager working on signage for out front. Funded for one million for the wastewater and sewer expansion. Know planning commission is working on bylaw change for housing, about ready for hearing and once done it will go to Selectboard.

IX. Dover Update:

- a. Eric: Horace Hill development happening. Lower section of property will utilize a boardwalk so no wetland permit needed. Working on one disc golf hole that may need one or will update the plan/location. Valley Trail bridge should be replaced by late Fall. Helped to get Artisan Market started this past Friday, going through October. Concert series wrapped up for Summer, Open Mic night restarts 9/13. Monday closes DTAP program applications. Some businesses in process of transitioning to new owners. Pickleball interest still here and looking at options. Paving on Dover Hill starting early next week. Green Mountain Power will also be starting work in East Dover.
- b. Vicki: GMP issue has taken a lot of time. New Police Chief announced, current Sergeant Mike Arbogast taking over for retiring Randy Johnson on December 23.

X. Hermitage Club Update:

- a. Third off season since taking over and our last big summer of renovation. Had some really successful summer events. Built a pickleball court in the parking lot and it was the busiest thing as soon as it opened. Comfortable level of membership. Less than 100 days from opening.

XI. Mount Snow Update: *None in attendance*

XII. BDCC Update:

- a. SEDS collection process ends tomorrow, 55 submissions for the region currently. Holding annual meeting, the theme is housing as economic development with guest speaker Mike Piecek. Strong interest in Get On Board program, Meg is happy with the responses to date.

XIII. Moover Update: *None in attendance*

XIV. Chamber Update:

- a. Good weather and turnout for fireworks display. Great golf tournament, Blueberry Festival with return of Parade. Gearing up for Wine and Harvest Festival in two weeks. Ticket sales are almost double from last year at this point. Still looking for volunteers. Starting to roll out membership renewals. Hoping to return to our highest membership numbers in the next two years.

XV. Motion to adjourn by Gretchen, seconded by Bill at 9:02 am

Next meeting November 2nd

Respectfully submitted,

Shannon Wheeler
Economic Development, Town of Dover



SOUTHERN VERMONT

DEERFIELD VALLEY

COMPREHENSIVE SIGNAGE PLANNING

The purpose of a comprehensive signage plan for Dover & Wilmington is to create a clearly defined set of standards that all signage and digital representations will follow. Regardless of time, personnel, and personal tastes all signage will remain consistent within each town while creating threads linking Dover & Wilmington's economic efforts together.

CURRENT SIGNAGE INCONSISTENCIES

To be clear there is nothing “wrong” with any individual sign, however in both towns the current signage lacks a uniform consistency. This makes the signage appear disjointed and singular instead of part of a larger community. Examples of inconsistencies include:

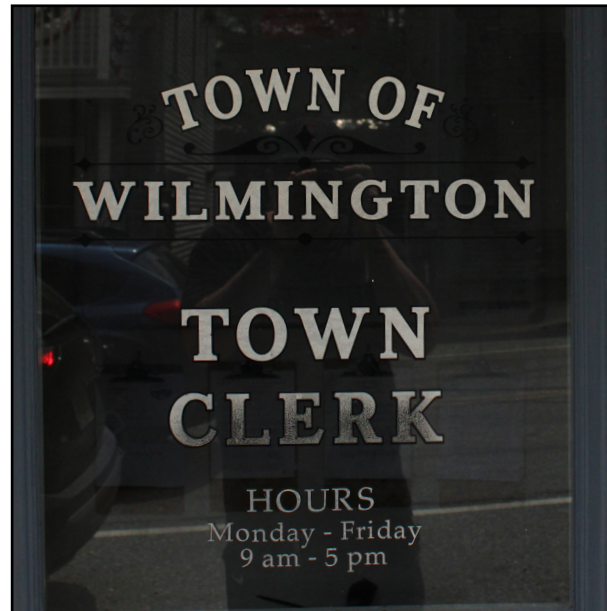
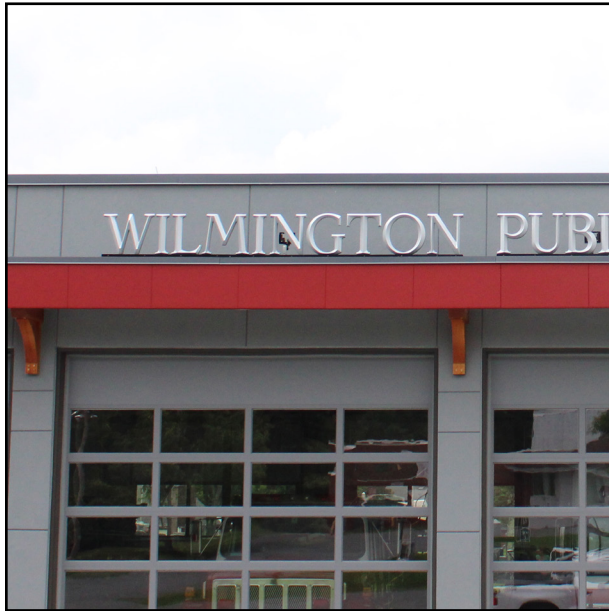
CURRENT SIGNAGE INCONSISTENCIES

- Differing Fonts - Some are similar but still lack a true uniformity while others are completely different
- Differing Colors in backgrounds & text - Like fonts, some colors are in the same ballpark but still lack true uniformity, while others are completely different

CURRENT SIGNAGE INCONSISTENCIES

- Text Elements - Utilizing drop shadows and text curvature in only some instances
- Signage shapes
- Use of “Town of” in some instances but not in others







SOUTHERN VERMONT

DEERFIELD VALLEY

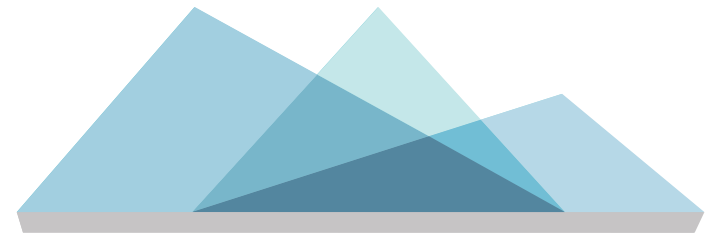
WILMINGTON



SOUTHERN VERMONT

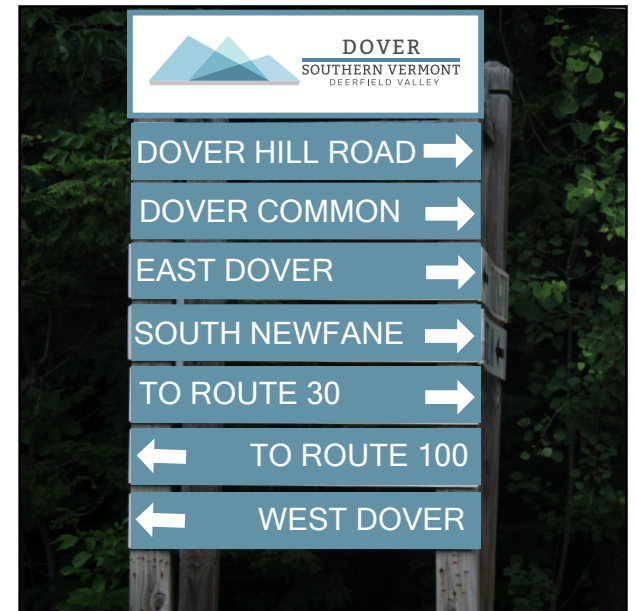
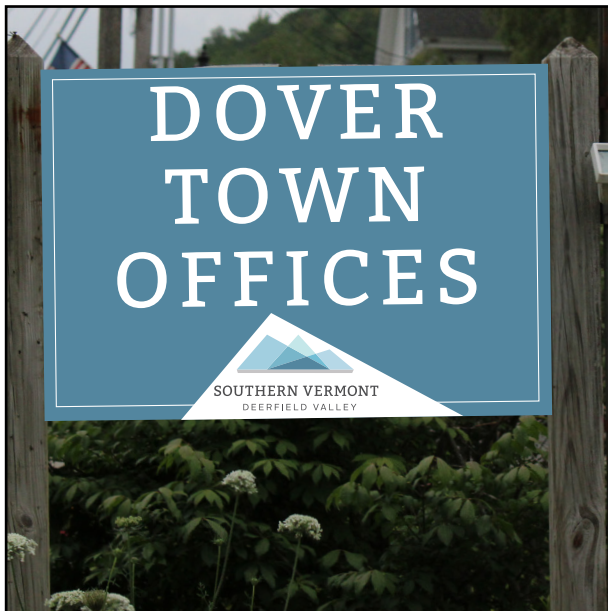
DEERFIELD VALLEY

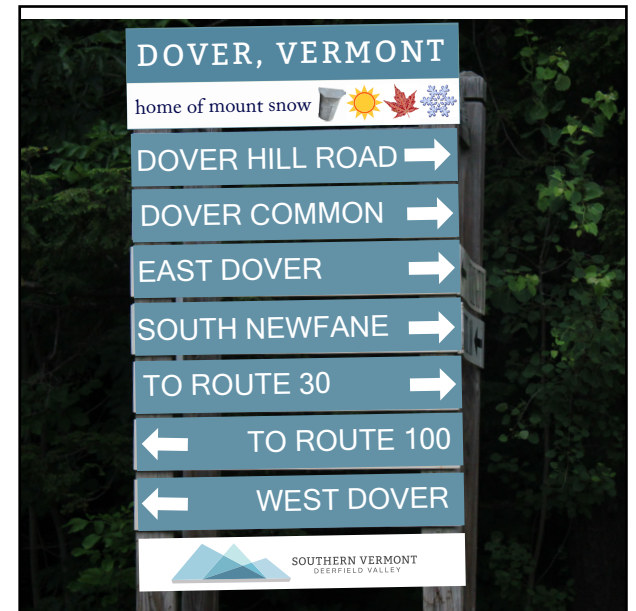
DOVER

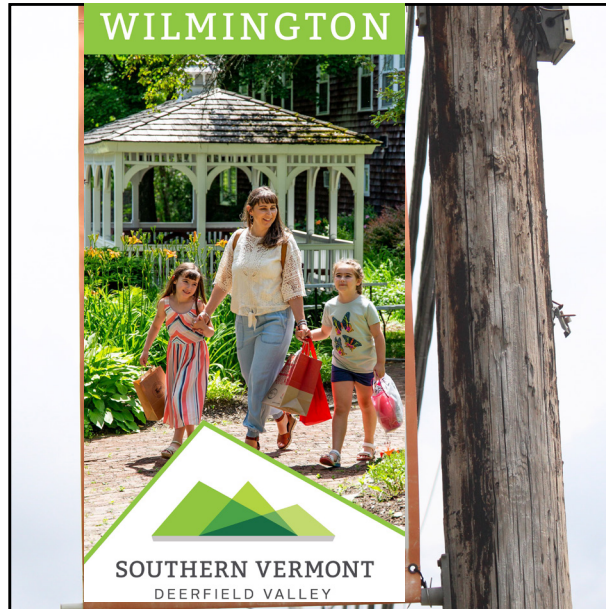
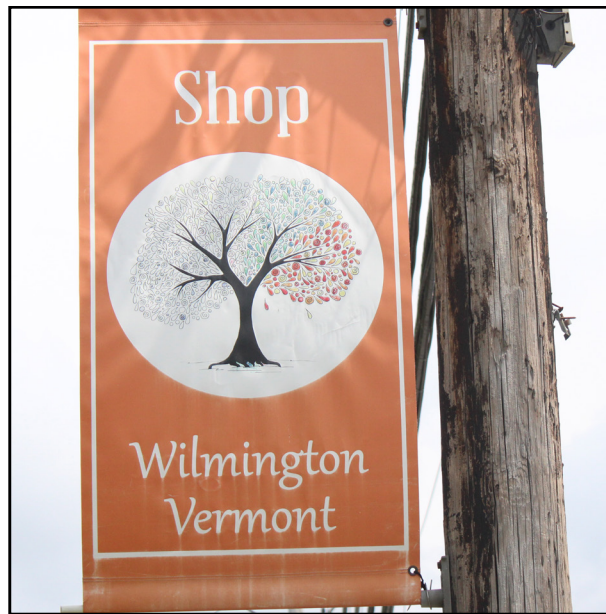


SOUTHERN VERMONT

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HORACE HILL RECREATION AREA

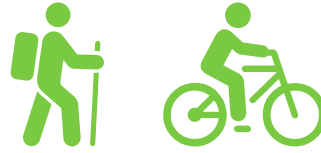


Maple Delight →
Horace's Drop ←
Sugarhouse Stroll ←



DOVER
SOUTHERN VERMONT
DEERFIELD VALLEY

HOOT, TOOT, & WHISTLE

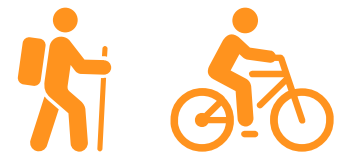


Downtown →
Fairview Rec Area ←




WILMINGTON
SOUTHERN VERMONT
DEERFIELD VALLEY

VALLEY TRAIL



Wilmington →
Chimney Hill →
Dover ←
Crosstown Trails ←
Mount Snow ←



SOUTHERN VERMONT
DEERFIELD VALLEY



TOWN EMPLOYEE EMAIL SIGNATURES

- Wilmington to utilize the “Microsoft Sans Serif” font family
- Dover to utilize the “Serif” font family
- Name always in bold font
- Position always in italics
- Town name and phone always in regular font
- Phone always uses format (xxx) xxx - xxxx
- Logos are combined into one png to ensure consistent use

Tim Dolan

Marketing Director

Town of Wilmington

(888) 888 - 8888 x8



SOUTHERN VERMONT
DEERFIELD VALLEY

Tim Dolan

Marketing Director

Town of Dover

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Dover, Vermont

home of mount snow



SOUTHERN VERMONT
DEERFIELD VALLEY

TOWN EMPLOYEE EMAIL SIGNATURES

Option 2

Tim Dolan
Marketing Director
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DOVER



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DEERFIELD VALLEY

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WILMINGTON



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