

**Bi-Town Economic Development Committee**  
**Meeting Minutes**  
**via Zoom**  
**Thursday, November 2, 2023**

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Members present via Zoom: Eric Durocher, Vicki Capitani, Tom Fitzgerald, Christine Howe, Brian Suhadolc, Bethaney LaClair, Adam Grinold, Bill Benneyan (8:07)

Also present via Zoom: Shannon Wheeler, Will Galway, Tim Dolan, John Redd, iPhone video only user

**A recording of this meeting can be found here:** <https://youtu.be/sYE-1MkpsUc>

**Meeting called to order at 8:03 am by Chair Eric**

- I. Public Comments: *None*
- II. Additions or changes to the agenda: *None*
- III. Approve minutes of September 7<sup>th</sup> meeting:
  - a. Motion to approve by Vicki, seconded by Bethaney. Motion approved.
- IV. Housing Committee Update:
  - a. Met last month after a month off, had some new attendees. Meeting again this month, focusing on LTR from the subcommittee recommendations. Interested developer in Wilmington for workforce housing, all hands on deck to get that moving forward.
- V. Marketing Committee Update:
  - a. 2023 Campaign Recap & 2024 Proposed Budget: [attached to these minutes]
  - b. Updated Signage Plan Presentation and Discussion: [attached to these minutes]
  - c. Looking at 11/21 to go to both Selectboards for 2024 budget, will confirm next week.
- VI. Other Business: *None*
- VII. Wilmington Update:
  - a. Tom: going into budget. Have been attending asset management meetings for water. Town Hall relocation committee working on identifying sites out of flood plain for it as part of the Town Plan. Working on RFQs for Lake Raponda dam, didn't know we owned it. State Inspection came back as poor.
- VIII. Dover Update:
  - a. Vicki: A lot going on, a lot of Economic Development items. Heading into budget as well. Getting ready for major transition at Police Department with Michelle and Randy leaving mid-December. New office manager and Chief are in place and training. Town Common well, were able to do 4-hour test for PFAS in that new well vs the 36 hour \$30,000 test. New windows at Dover Town Hall.
  - b. Eric: Held public STR meeting with subcommittee recommendations. Thought it was positive meeting, heard a lot of points from both sides of issues, general consensus that it would be helpful if we implemented some of these recommendations. Tuesday we'll have a brief discussion with the Selectboard to see if they want us to move forward with registration companies to get final information. Held public ARPA meeting, had a productive conversation and will continue this Tuesday night as well. Horace Hill trail piece will be completed by middle of next week. Hiking trails are at 70% completed with boardwalk going in in next weeks. Disc golf moving ahead as well. Really positive feedback from everyone that's been out there so far. Valley Trail project has been completed. Helping with some business transitions in town.
- IX. Hermitage Club Update:
  - a. Bill: 30 until opening, ready and anxious to go! Staffing in pretty good shape, posted some seasonal positions. Cracked the code in sharing employees with opposite season clubs. Housing continues to be a challenge.
- X. Mount Snow Update:

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- a. Opening weather dependent, ready for when the weather happens. Tested snowmaking last night. Staffing in good shape, in better shape than last year at this point. Shifting drop zone, incoming traffic will be like airport drop off. New MyEpic app, pass can be loaded on phone and scanned. Epic for Everyone program to ensure equitable access to our resorts. This year has 75 youths from National Brotherhood of Skiing program, supporting Adaptive, Choose Snow and local school programs. Working with Act250 on new master plan. Partnered with Town of Dover on Snow Lake Dam removal, Summer 2027 tentative. J1s returning but less needed this year.

**XI. BDCC Update:**

- a. Adam: business plan competition in October completed with assistance from the Chamber, there was a finalist from the Valley. Seeing businesses launched or growing from it. Seeing a lot of lifestyle businesses apply but not large scale, attracting people to the area. Running Jump On Board program with over 30 participants, with how to engage in your community. Welcoming communities program has an additional 100 people on SIT campus primarily from Afghanistan and Congo. Seeing a lot higher caliber of professional training people this round, civil and mechanical engineers. Challenge is understanding they need updated credentialing. Lots of work to house them off SIT campus. Have retained a lot of original people which we didn't expect. 250 people now in Windham/Bennington County that weren't here before. That's a 1% uptick in population in Brattleboro for a population that's been flatlined for 50+ years. State SEDS priority project list rankings completed, ACCD use that list for funding allocation. Received a million dollar grant from federal department of labor for workforce development in the public school system and those that did not move onto college but are in area. Focused on manufacturing, trades, and healthcare.

**XII. Moover Update:**

- a. Geared up for Winter routes and projects. Stratton starts 11/13. Mount Snow on Thanksgiving weekend, expecting a learning curve with Drop Zone changes. In much better staffing shape than last year. DMV staffing a big challenge for us with CDLs. Brattleboro routes are very well ridden right now with refugees, looking into bringing on as a driver. Have many new faces in seasonal drivers.

**XIII. Chamber Update:**

- a. Bethaney: Wrapped 2023 event season with Wine & Harvest, over 2,300 for Soup Stroll and Grand Tasting. A very successful event and have some great feedback moving forward. 11/8 mixer at Inn at Quail Run. Annual Gala December 7<sup>th</sup> at Farm Road Estate with invitations going out soon. Nominations needed for membership awards. Working with VT Department of Tourism on their Tourism Summit May 8-10 at Mount Snow. Hosting a mixer there. VT Chamber of Commerce annual publication has chosen Deerfield Valley to do their feature on. Our hard work seems to be paying off. Membership renewal process happening, a dozen new businesses joined already. 2024 event schedule out soon. A reminder to use the job board on our site. Visitors Center has been very busy.

**XIV. Motion to adjourn by Christine, seconded by Bill at 9:14 am**

Next meeting January 4<sup>th</sup>

Respectfully submitted,

Shannon Wheeler  
Economic Development, Town of Dover



# SOUTHERN VERMONT

## DEERFIELD VALLEY

### DOVER SIGNAGE GUIDELINES

The purpose of a comprehensive signage plan for Dover 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.



# CURRENT SIGNAGE INCONSISTENCIES

To be clear there is nothing “wrong” with any individual sign, however 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

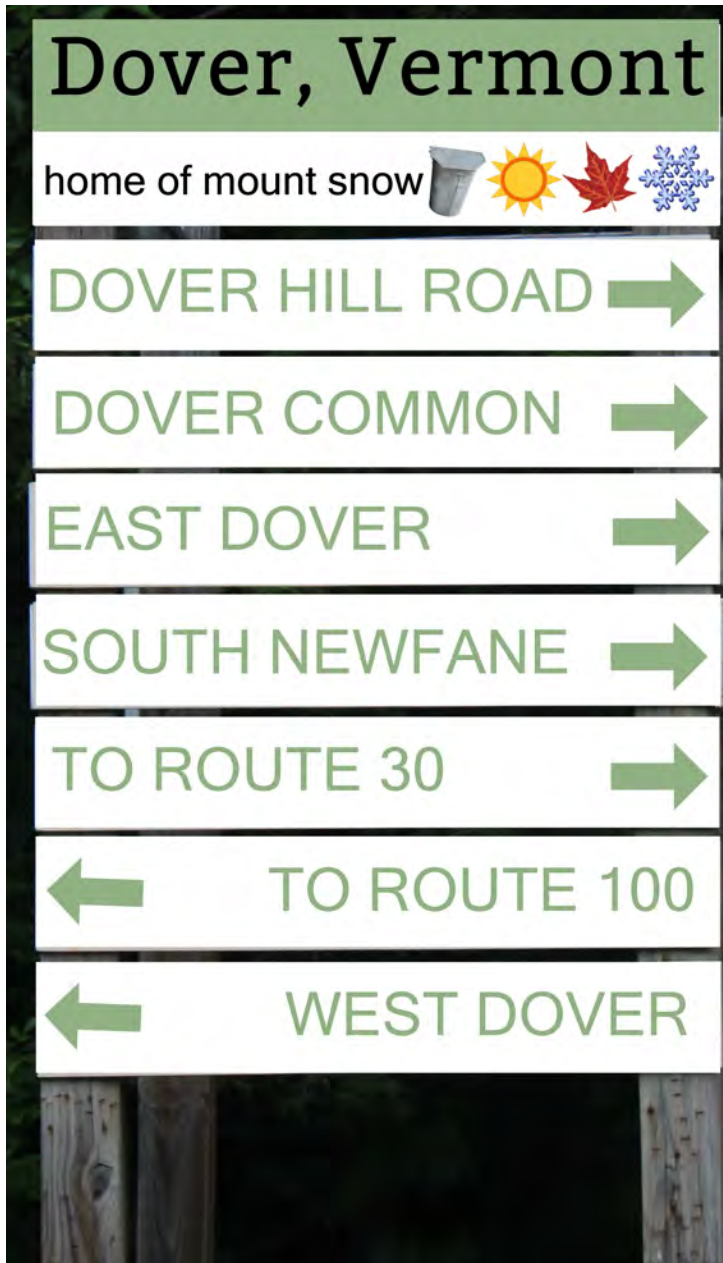
- Differing Fonts - Some are similar but still lack a true uniformity while others are completely different
- Differing Colors in backgrounds & text - Like fonts, some colors are in the same ballpark but still lack true uniformity, while others are completely different

# 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



# TOWN SIGNAGE FONT GUIDELINES



2 Fonts to be utilized across all signs:

- “Bitter” font - “Dover” should always be in this Slab Serif font, as well as anything considered a headline
- “MS Sans Serif” font - To be used for any secondary text to complement the Slab Serif of “Bitter”
- For signage purposes, the town should always be referred to as “Dover, Vermont”, never “Town of Dover” or just “Dover”. “D” and “V” will be capitalized and the rest lowercase to stay consistent with the town logo

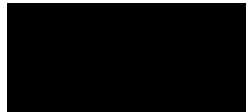


# TOWN SIGNAGE COLOR GUIDELINES

3 colors should serve as the primary colors for all signage:



This green is taken from town logo.  
RGB = 146/176/133



Not all blacks are created equal! By defining this true shade of black it will help ensure that the font & color remain consistent. To be used on any lighter color backgrounds.  
RGB = 0/0/0



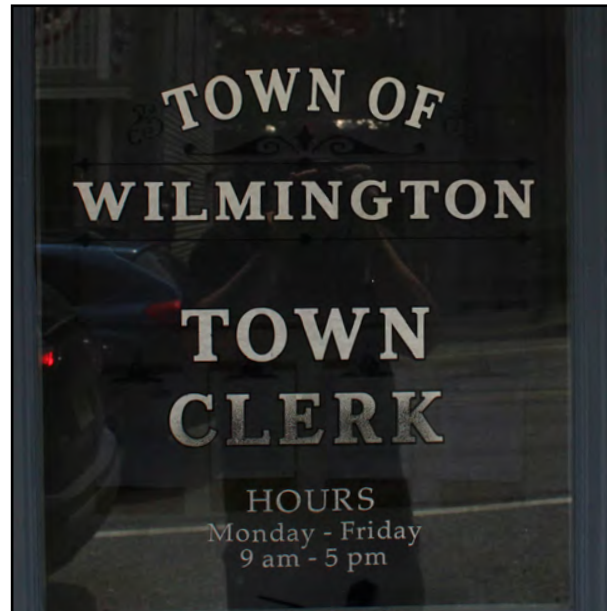
True white, to be used anytime fonts are placed on top of darker backgrounds  
RGB = 255/255/255



# TOWN EMPLOYEE EMAIL SIGNATURES

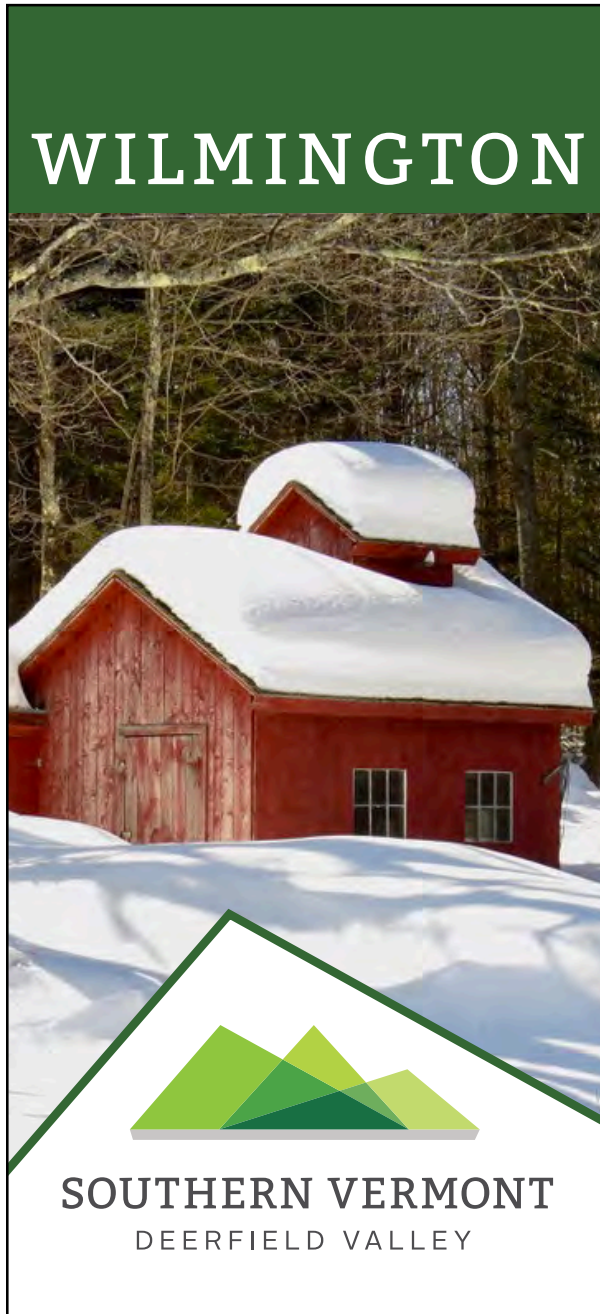
- Dover to utilize the “Microsoft Sans Serif” font family
- Name always in bold font
- Position always in italics
- Position always in italics
- Town name and phone always in regular font
- Phone always uses format (xxx) xxx - xxxx
- Logos are combined into one png to ensure consistent use







# TOWN SIGNAGE FONT GUIDELINES



2 Fonts to be utilized across all signs:

- “Bitter” font - “Wilmington” should always be in this Slab Serif font, as well as anything considered a headline
- “MS Sans Serif” font - To be used for any secondary text to complement the Slab Serif of “Bitter”
- For signage purposes, the town should always be referred to as “Wilmington”, never “Town of Wilmington”

# TOWN SIGNAGE COLOR GUIDELINES

3 colors should serve as the primary colors for all signage:



This green is taken from the trees in the town logo.  
RGB = 146/194/108



Not all blacks are created equal! By defining this slightly lighter shade of black it will help ensure that the font & color remain consistent. To be used on any lighter color backgrounds.  
RGB = 77/77/79

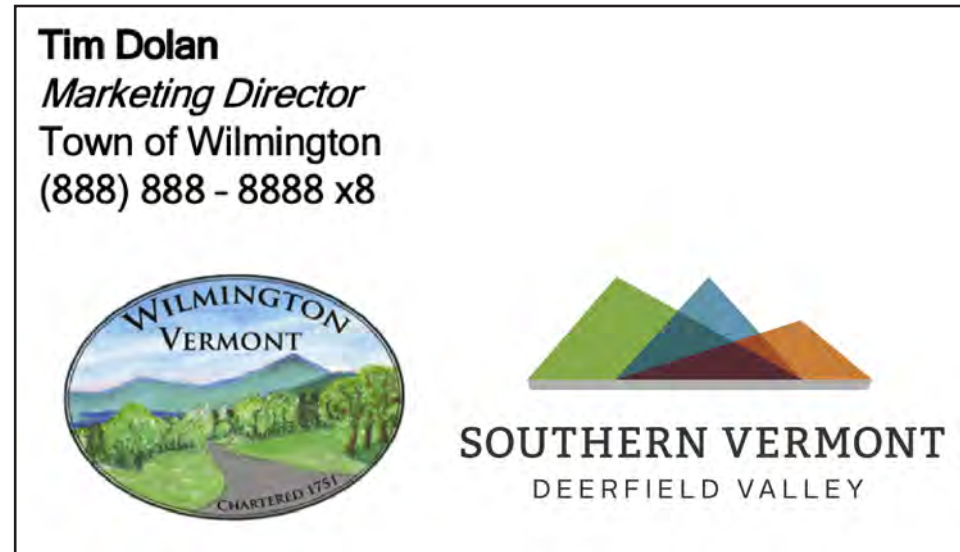


True white, to be used anytime fonts are placed on top of darker backgrounds  
RGB = 255/255/255



# TOWN EMPLOYEE EMAIL SIGNATURES

- Wilmington to utilize the “Microsoft Sans 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
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# POLE BANNERS



- Use seasonal palletes of the SVDV logo to help bring the marketing efforts together
- 3 to 5 year life allows for more flexibility to develop and grow with the marketing efforts and the relationship between the towns





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# Southern Vermont Deerfield Valley Bi-Town Marketing Update & FY24 Budget

November 2, 2023

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# Fall Photoshoots

- Biking @ Horace Hill
- Hiking & Biking @ Crosstown Trails
- Scenic Chairlift Rides @ Mount Snow
- Outdoor Dining @ Valley Craft Ales





# Fall Photoshoots





# 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 October 15
- Back to \$20/day after October 15
- Leaf Peeping segment very strong this fall - from Sept 1 to Oct 15 we had 63k impressions and 5.3k clicks

## Searches

things to do in vermont

vermont fall foliage

what to do in vermont

things to do in southern vermont

vermont foliage tracker

vermont attractions

## Words

vermont fall foliage 2023

visit vermont

vermont tourism

vermont foliage 2023

vermont fall foliage tracker

vermont things to do

places to visit in vermont

Clicks ▾

25.5K

Impressions ▾

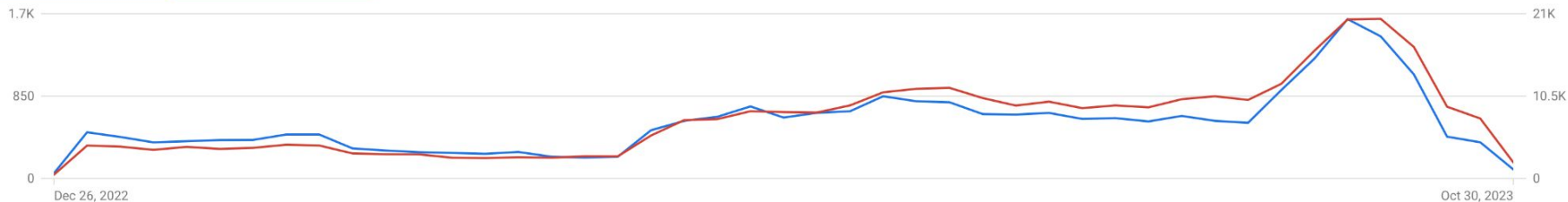
339K

CTR

7.52%

Cost

\$10K





# Phase 4 Family Meta Ads



Facebook Feed



Instagram Feed



FB/IG Carousel



# Phase 4 Young Adult Meta Ads



Facebook Feed



Instagram Feed



FB/IG Carousel



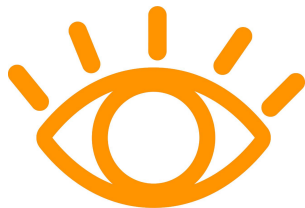


# Phase 4 TikTok & Instagram Reels Ads



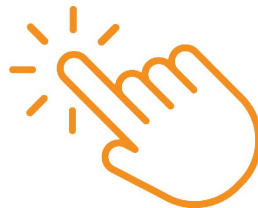
# Media Ad Campaign Results - Phase 4

4,399,645



Impressions

9,584



Clicks

0.22 %



Click Through  
Rate

\$1.58

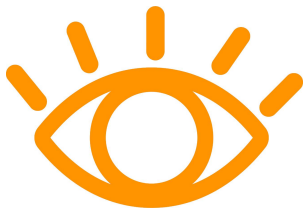


Cost Per  
Click

# Media Ad Campaign Results - Total

23,269,549

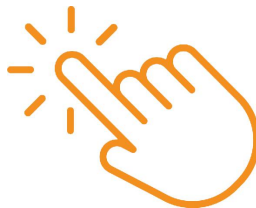
(August Projection - 23,190,256)



Impressions

54,949

(August Projection - 55,942)



Clicks

0.24 %



Click Through  
Rate

\$1.41



Cost Per  
Click

# 2023 Media Ad Campaign Total vs 2022

## MEDIA AD BUDGETS

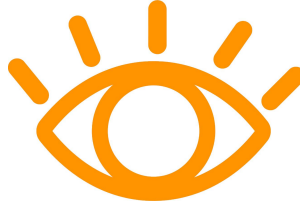
2022 Budget = \$70,000

Note - Does not include additional \$16,500  
spent from state grant

Total 2023 Budget = \$77,500

 10.7% Higher Media Ad  
Budget than 2022

19,715,322




2022 Impressions

23,269,549



2023 Impressions  
Pace

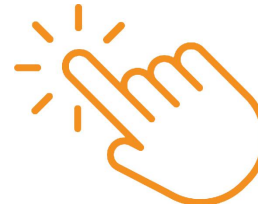
 18.0%

47,704



2022 Clicks

54,949



2023 Clicks  
Pace

 15.2%



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# FY24 Budget Proposal



# STAFFING

	FY23	FY24
Account	BUDGET	BUDGET
STAFFING	\$51,500	\$58,245
<i>Marketing Director</i>	\$51,500	\$53,045
<i>Content Creator</i>	\$0	\$5,200

- 3% COL Marketing Director increase
- Moved Content Creator from Photo category
  - More involved position, will be responsible for both collecting & posting content 7 times a week
  - Part Time contractor @ \$200/week
  - Cost to be split between Chamber and Bi-Town Marketing (\$10,400 total for 52 weeks)



# PROFESSIONAL FEES

	FY23	FY24
Account	BUDGET	BUDGET
PROFESSIONAL FEES	\$24,538	\$43,688
<i>Brand Development</i>	\$0	\$5,000
<i>Campaign Creative</i>	\$10,000	\$13,000
<i>Website Redevelopment</i>	\$0	\$500
<i>Website Maintenance</i>	\$1,188	\$1,188
<i>Photography</i>	\$6,350	\$20,000
<i>Videography</i>	\$5,000	\$0
<i>Chamber Admin</i>	\$2,000	\$4,000

- Plan to create new campaign as the “Vermont How You Want” has been used for 4 years
- Increase to Campaign Creative to account for rising design costs
- Website Redevelopment - Implement email collection & import into Constant Contact
- Combining photo & video into one bucket. Plan to do large summer shoot (~\$15k) and a smaller fall shoot (~\$5k)
- Chamber Admin Increase due to larger workload as Bi-Town Marketing budget increases, as well as higher cost for bookkeeper & tax preparation than in past

# DIGITAL ADVERTISING

	FY23	FY24
Account	BUDGET	BUDGET
DIGITAL ADVERTISING	\$86,824	\$106,430
<i>Media Buy</i>	\$70,000	\$88,000
<i>Organic Social</i>	\$1,000	\$1,000
<i>Influencers</i>	\$4,000	\$4,000
<i>SEO</i>	\$11,824	\$13,430

- FY23 Media Buy actual was \$77,500 as we reallocated leftover funds from other projects
- Increasing Media Buy to be in line with 5 Year Plan recommendation
- Increasing SEO to allow for higher spend during high demand fall season (based on FY23 results)

# IT

	FY23	FY24
Account	BUDGET	BUDGET
IT	\$1,968	\$10,958
<i>AirDNA</i>	\$600	\$2,000
<i>Adobe Suite</i>	\$636	\$1,026
<i>Dropbox</i>	\$144	\$144
<i>Geofencing</i>	\$0	\$5,000
<i>Email Collection WP Add Ons</i>	\$0	\$600
<i>Webcam</i>	\$0	\$1,000
<i>Hootsuite</i>	\$588	\$1,188

- Biggest increase are in AirDNA & new Geofencing category
  - Currently exploring these to see feasibility
  - Would allow us to track people who physically enter or book an AirBNB/VRBO in our area who were shown an ad
  - Give us that next layer of data to help measure the effectiveness of marketing campaigns
- Email Add Ons would be the yearly cost of the earlier mentioned email collection on the website
- Webcam - Would like to explore placing one or two at strategic locations in the area for snowfall & foliage

# PRINTING

	FY23	FY24
Account	BUDGET	BUDGET
PRINTING	\$4,500	\$1,500
<i>Stakeholder Materials</i>	\$2,000	\$1,000
<i>Guilford Welcome Center</i>	\$2,500	\$500

- Create similar program to the [visitvermont.com](https://www.visitvermont.com) initiative to engage businesses & employees
- Guilford Welcome Center covers the cost of rack card space from May through October as well as printing the rack cards

	FY23	FY24
Account	BUDGET	BUDGET
STAFFING	\$51,500	\$58,245
Marketing Director	\$51,500	\$53,045
Content Creator	\$0	\$5,200
PROFESSIONAL FEES	\$24,538	\$43,688
Brand Development	\$0	\$5,000
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Website Redevelopment	\$0	\$500
Website Maintenance	\$1,188	\$1,188
Photography	\$6,350	\$20,000
Videography	\$5,000	\$0
Chamber Admin	\$2,000	\$4,000
DIGITAL ADVERTISING	\$86,824	\$106,430
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Dropbox	\$144	\$144
Geofencing	\$0	\$5,000
Email Collection WP Add Ons	\$0	\$600
Webcam	\$0	\$1,000
Hootsuite	\$588	\$1,188
PRINTING	\$4,500	\$1,500
Stakeholder Materials	\$2,000	\$1,000
Guilford Welcome Center	\$2,500	\$500
TOTAL	\$169,330	\$220,821

## TOTAL BUDGET

- We anticipate a carryover from FY23 of \$5,725 bringing total ask to \$215,096
- Total ask per town = \$107,548
- Planning on presenting to both towns the night of Tuesday, November 21