

**Bi-Town Economic Development Committee
Meeting Minutes
via Zoom & Deerfield Valley Rescue
Thursday, September 5, 2024**

Members present: Gretchen Havreluk, Heidi Taylor, Vicki Capitani, Christine Howe

Members present via Zoom: Eric Durocher, Bethaney LaClair

Also present via Zoom: Shannon Wheeler, Tim Dolan, Jessica Roberts

A recording of this meeting can be found here: <https://youtu.be/c71yon8BDVc>

Meeting called to order at 8:00 am by Chair Eric

- I. Public Comments: *None*
- II. Additions or changes to the agenda: *None*
- III. Approve minutes of July 11th meeting:
 - a. Motion to approve by Heidi, seconded by Gretchen. Motion approved.
- IV. Housing Committee Update:
 - a. Eric: Dover approved the accessory dwelling unit program for \$50,000. Potential to create 5 long term housing units. Gretchen and I met on that to get documents together. Dover Selectboard also approved \$5,000 from our housing budget for housing initiatives.
 - b. Gretchen: Wilmington approved ADU but was bumped from last agenda for funding, going on 9/16 agenda.
 - c. Eric: submitted a letter to Vail looking for \$2,500 for help with housing initiatives but were declined. Committee is scheduled to meet next week.
- V. Marketing Committee Update:
 - a. Campaign update, Tim Dolan: [see attached]
- VI. Economic Data Reporting
 - a. Eric: we received a payment on August 6th, down quite a bit over the last two years, no information from tax department. Anecdotally businesses had a great summer, expecting next payment to be up.
 - b. Gretchen: May check was lower, but we were up in meals and rooms. Much lower number for sales and use tax for the February to May period.
- VII. Other Business: *None*
- VIII. Wilmington Update:
 - a. Gretchen: working diligently on Veterans Memorial Park, appeal letter went out that has brought in some donations. Façade improvement grant went out led by Wilmington Works. 15 applications, 2 didn't qualify, remaining were funded and some work has started. Another round planned in January. Wilmington Works launching business plan comp opening 9/27. Wilmington Works partnered with BDCC on Grow grant funding events. Historic walking tour Sunday, hike planned for October. Last wasn't well attended. Uptick over the summer of businesses that want to come into Wilmington. E Main St sidewalk project almost to end. Hoot Toot and Whistle trail project got funded, Saladino property maintenance doing that construction next spring. Tennis court project underway. Sarah Fisher leaving Selectboard later this Fall due to a move.
- IX. Dover Update:
 - a. Vicki: entered sale agreement for new fire truck being delivered in 2 years. Have created a water system committee, put \$70,000 in economic development money for a feasibility study. Going to be a big lift.
 - b. Eric: Horace Hill is open and doing well, looking at trail counter numbers with 50-75 weekday users and 250-300 weekend day users. Maps and signage are up, some maps around town. Disc

Bi-Town Economic Development Committee
Meeting Minutes
via Zoom & Deerfield Valley Rescue
Thursday, September 5, 2024

Golf graphics should be here in next week and once installed we'll schedule a Grand Opening. Bought some disc sets to rent out from Dover Library and Town Offices. [Vicki has seen wheelchair users accessing the course which is great]. Phil Bartlett memorial plaque finally installed in Town Forest. DTAP opened 9/1 and closes at end of month. STR ordinance has been passed and once it's settled we'll contract with Deckard for the registration process. Working through other recreational opportunities. Concert series wrapped up. Selectboard approved moving forward with Bandwango for digital pass programs.

X. Hermitage Club Update: *None in attendance.*

XI. Mount Snow Update: *None in attendance.*

XII. BDCC Update: *None in attendance.*

XIII. Moover Update:

- a. Christine: Fully staffed for year-round drivers, looking to hire some Winter drivers. Up 210 riders/20-25% for Fireworks ridership. Grant funding really limited from State this year, affecting budget and we have proposed some route changes that have gained some media attention, most on evening, off season Route 100 route. Some changes to routes to avoid losing an entire route.

XIV. Chamber Update:

- a. Bethaney: Blueberry Festival wrapped up with a really solid turnout and a great parade turnout, garnered a lot of press for it. Gearing up for Wine and Harvest, ticket sales are solid so far with over 80 vendors on Saturday. Friday Soup Stroll a good list. Volunteers are needed. Some staffing changes: social media coordinator changed. Working to hire a new membership coordinator after Wine and Harvest. Call for new board members soon, and Gala coming up December 5th; we will be seeking award nominations. Membership renewals going out. Seeing an influx of sole proprietors.

XV. Motion to adjourn by Bethaney, seconded by Christine at 8:51 am.

Next meeting November 7th.

Respectfully submitted,

Shannon Wheeler
Economic Development, Town of Dover



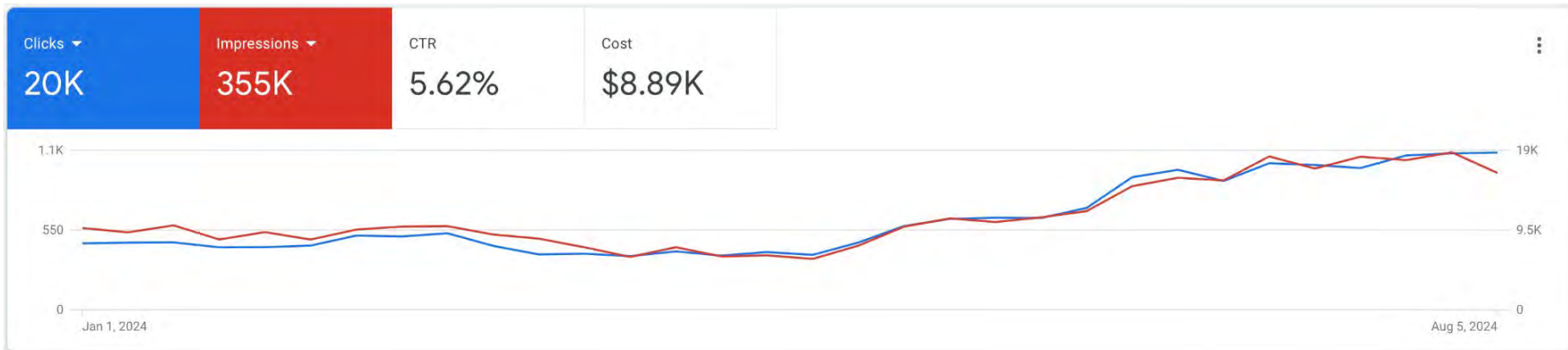
Southern Vermont Deerfield Valley Bi-Town Marketing Summer Update

September 5, 2024

Google Ads

- **Allocated higher budget this year +\$4,057**
 - \$1606 was added during budgeting processing
 - Added another \$2451 in July thanks to savings in other areas
 - Allows us to be at \$80/day from mid-July through Columbus Day vs \$40/day last year

TOP SEARCHES



Phase 2 Family Meta Ads



Tagline Performance through mid-June



Phase 3 Family Vertical Carousel Ads

WHERE
VERMONTING
BEGINS



WHERE
VERMONTING
BEGINS



WHERE
VERMONTING
BEGINS



WHERE
VERMONTING
BEGINS



WHERE
VERMONTING
BEGINS



Phase 3 Young Adult Vertical Ads



Phase 4 Family Vertical Ads



TikTok & Instagram Reels Ads



Phase 3



Phase 4

Media Ad Campaign Results through August 12

13,922,604



Impressions



16%

34,263



Landing Page
Views



43%

0.24 %



Impression to Landing
Page View Rate



76%

\$1.74



Cost Per
Landing Page



33%

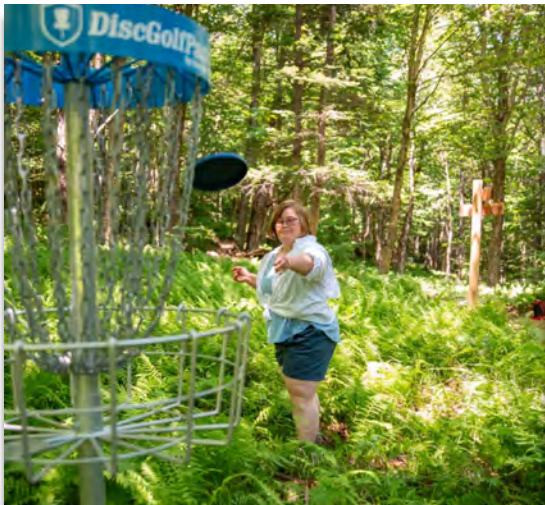
What Does This Tell Us?

While not quite as many people are seeing our ads, more of the **right** people are seeing them and we are more efficient getting them to the website.

June Photoshoot

- Condensed into one LONG day due to weather
 - Dover
 - Horace Hill - Hiking & Disc Golf
 - Valley Trail
 - Wilmington
 - Downtown
 - Wilmington Inn outdoor dining
 - Lake - Kayaking, paddleboarding, boating, tubing, floating mat
 - Gives us great photos & video for the next 2 years of campaigns
 - Big thanks to Island Jet Ski & Wilmington Inn for their support!
-

June Photoshoot



June Photoshoot



Quick Update on Other Projects

- Hired part time social media content creator
- New tri-folds in Visitor Center & Guilford
- Hosted first new resident mixer in June
- Webcams - Coming Soon!
- Collecting email addresses on landing page
- New video for employees, focusing on GROW program and social media

