Bi-Town Marketing Minutes

Wednesday October 21, 2026 8:30am via Zoom

Attendance: Gretchen Havreluk, Pam Greene, Shannon Wheeler, and Rachel Demetriou
Non-Voting Members: Tim Dolan

Meeting called to order at 8:32am

1) No Public Comments
2) Changes to the agenda- Executive Session no Fall Strategy discussion as was in error.
3) Updates:
    - Budget Review given by Tim Dolan
    - Tim gave an overview of Google Ads performance. We had extra funding and kept ads going through Oct 17th.
    - GROW Campaign: Another 6 weeks of campaign left have not received many forms. Had over 750k impressions.
    - Groups/Weddings Campaign Ads-Campaign ends Dec 31st. Good number of clicks.
4) Email Campaign Initiatives- 1472 new subscribers since May to the newsletter.
5) Fall Initiatives and wind down- Overall went really well with 26K site visits and 58% were staying on the Foliage Tracker over 30 seconds. Pam shared the visitor center visits were 90% higher this year than 2025 and 3x more than 2024. Rachel shared the Club had the highest number of attendees for their fall festival. Gretchen shared there were a few complaints about the lack of parking in downtown Wilmington. Tim mentioned he heard that visitors are not traveling far due to gas prices and our campaign messages indicates we are in close proximity. Because the foliage was so great with good weather Bridget and Tim were able to get some new foliage photos and Tim has received his drone license that he was able to get great video footage as well, that they used in organic social. Rachel shared about the importance of social media and how Stowe, Woodstock, and VT Country Deli have been blowing up.
6) Gretchen moved to go into executive session due to premature public knowledge of the 2027 Budget and Marketing Campaign and we invite Tim Dolan our Marketing Director to attend because of his information is necessary to the discussion. Rachel 2nd. Motion Passes unanimously.
   Entered Executive Session at 8:25 am
   Out of Executive Session at 9:23 am- Shannon made a motion to approve the working 2027 budget and marketing campaign. Pam 2nd Motion Passes unanimously.

Our next meeting will be on Wednesday November 11th at 8:30am.

Respectfully Submitted,

Gretchen M Havreluk

Chair Bi-Town Marketing Committee