Bi-Town Economic Development Committee
Meeting Minutes
via Zoom & Deerfield Valley Rescue
Thursday, November 5, 2026

Members present: Christine Howe, Heidi Taylor, Vicki Capitani
Members present via Zoom: Shannon Wheeler, Pam Greene, Josh DeBottis, Lea Gabrielle Potts, Adam Grinold (8:33)
Also present via Zoom: Tim Dolan, Sam Kondracki

A recording of this meeting can be found here: https://youtu.be/6x3a62puXCI

Meeting called to order at 8:30 am by Vice Chair Christine

- **I.** Public Comments: *None*
- **II.** Additions or changes to the agenda:
  - a. Move Mount Snow update up – after minutes approval.
- **III.** Approve minutes of September 3rd meeting:
  - a. Motion to approve by Vicki, second by Heidi. Motion approved
- **IV.** Housing Committee Update:
  - a. Shannon: Meeting next week, believe we have a mortgage specialist that will be joining the conversations and look to share more in January.
- **V.** Marketing Committee Update:
  - a. See attached campaign update & budget proposal.
- **VI.** Economic Data Reporting:
  - a. Was hoping we would see notice of November payment last night, but it did not come through. Will update in January.
- **VII.** Other Business: *None*
- **VIII.** Wilmington Update: *None in attendance*
- **IX.** Dover Update:
  - a. Vicki: Nearing end of BCA reappraisal hearings. Budget meetings begin next week. Fuel costs remain a concern.
  - b. Shannon: Preparing for budget meetings. Gordon has been working in Horace Hill and Dover Town Forest clearing leaves, updating signage and improving trails. Board approved 3 DTAP applications in early October. Had great voter turnout Tuesday.
- **X.** Hermitage Club Update:
  - a. Josh: Preparing for December 12 opening. Ski patrol training underway and instructor onboarding begins this weekend. Hay Fever Lift project on schedule with testing underway. Upcoming community events: Warren Miller film benefitting Adaptive Sports at Mount Snow on Saturday, November 28, community ski day on Monday, March 1, and Vermont Special Olympics returns March 8-9.
- **XI.** Mount Snow Update:
  - a. Lea: Targeting a November 21 opening subject to weather and conditions. Summer and fall highlights included the Independence Day celebrations, Eastern States Cup with 183 competitors, guided hikes, Brewers Fest, community dinners, festivals, and a strong golf season. Of season work and maintenance included propane conversions and upgrades to the Grand Summit pool and patio. Winter plans focus on the Epic Experience; improved food with only inflation price increases, Vermont maple syrup offerings at Iron Loft and expanded MyEpic app features for lessons. Planned events include Women's Weekend and Elevate camps, the Gladeiator, Carinthia After Hours, Iron Loft Music series, themed weekends and NYE activities.

Bi-Town Economic Development Committee
Meeting Minutes
via Zoom & Deerfield Valley Rescue
Thursday, November 5, 2026

XII. BDCC Update:

a. Adam: Annual meeting is scheduled for November 12 with an expected attendance of about 120 people and a more networking focused format. Three Launchpad sessions remain. Another program is planned for later in the winter at the Garage, a new downtown coworking and meeting space. Planning next year's summit at Mount Snow. Panel suggestions are welcome. Preparing for legislative session and planning for a preview in December.

XIII. Moover Update:

a. Christine: Full on in winter prep mode. Seeking drivers especially for Stratton. Stuff the Bus for the Deerfield Valley Food Pantry at Shaws November 14. A potential December 12 stuff the Moover event at Mount Snow is being developed. Struggling with fuel costs in budgeting as well.

XIV. Chamber Update:

a. Pam: Budget has been approved. Upcoming events are a mixer at the Hideaway Inn on November 10th at 4:30, a Vermont Chamber of Commerce held legislative preview at Starfire on November 20 and the Chamber's year end event at the State on December 2.

XV. Motion to adjourn by Heidi, seconded by Pam at 9:10 am.

Next meeting January 7th

Respectfully submitted,

Shannon Wheeler
Economic Development, Town of Dover

SOUTHERN VERMONT
DEERFIELD VALLEY

Southern Vermont Deerfield Valley Bi-Town Marketing Update & FY27 Budget

November 5, 2026

Google Ads

Google Ads

Google Ads delivered strong performance for most of the year, though we encountered some efficiency challenges during July and August*. By working closely with Google Ads specialists, we were able to identify and address these issues, putting the campaign back on track ahead of a highly successful fall season, driven largely by our fall foliage tracker.

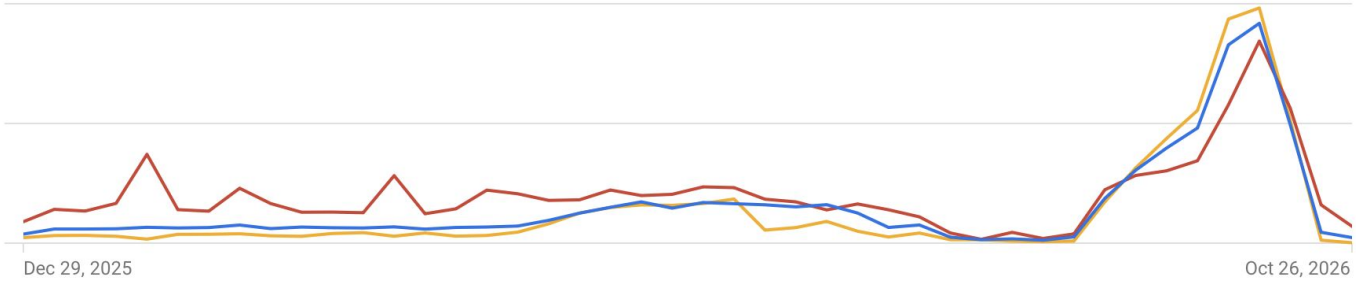
*Note - We lowered our daily budget amount once we identified there was an issue and reallocated some of that towards the late fall when we were seeing strong results.

The gold represents users with a Time on Site >30 seconds, showing that 72% of the clicks generated were of a very high quality.

TOP SEARCHES

- vermont fall foliage 2026
- vermont foliage tracker
- vermont fall foliage
- stratton mountain
- visit vermont
- vermont foliage tracker 2026
- things to do in vermont
- vermont fall foliage tracker
- vermont foliage 2026
- vermont foliage
- things to do in southern vermont
- vermont tourism
- fall foliage vermont

Clicks	Impressions	(Google Analytics e…	Cost
33.1K	353K	23.6K	$18.6K



Digital Media Campaign

Digital Media Advertising

Meta ~ 74% of budget
Programmatic Display ~ 26%

Ran Ads from March 16 through October 9

Included test audience of “Golden Ages” which comprised of 55+ adults

Ad Examples - Summer





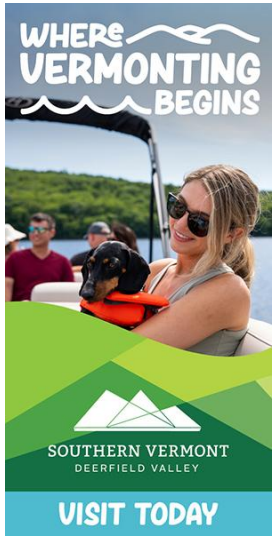












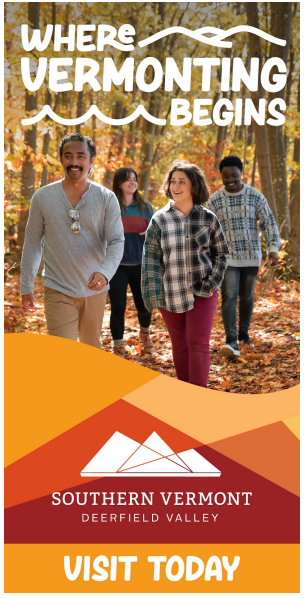
Ad Examples - Fall















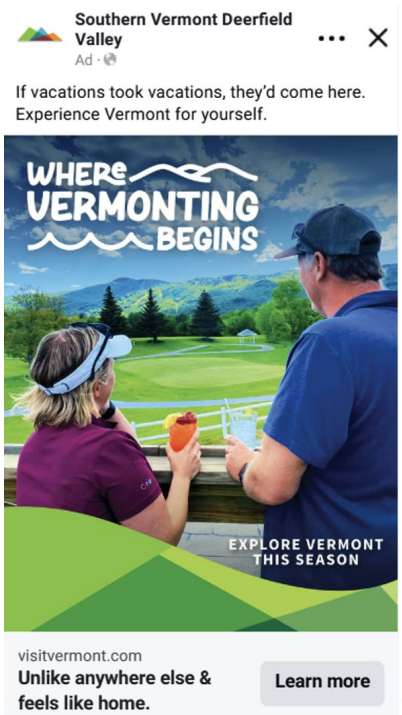


Media Ad Campaign Results - Total

	Impressions	Clicks	Click Through Rate	Cost Per Click
Meta	20,275,498	87,763	0.43%	$0.63
	↓9%	↑72%	↑0.20%	↓$0.54
Display	15,120,578	34,959	0.23%	$0.70
	↑457%	↑1225%	↑0.12%	↓$7.42
Total	35,396,076	122,722	0.35%	$0.76
2025	25,017,838	53,557	0.21%	$1.78

Time on Site >30 Seconds also rose YOY from 16.2% in 2025 to 24.1% in 2026

Golden Agers (55+) Segment Test





We set out to test whether a dedicated Retirees strategy — pairing 55+ audiences with tailored landing pages and creative — could efficiently drive high-intent Vermont trip-planners deeper into the funnel.

- Spend: $4,979
- Impressions: 622,133
- Clicks: 11,059
- Cost Per Click: $0.51
- CTR: 1.78%

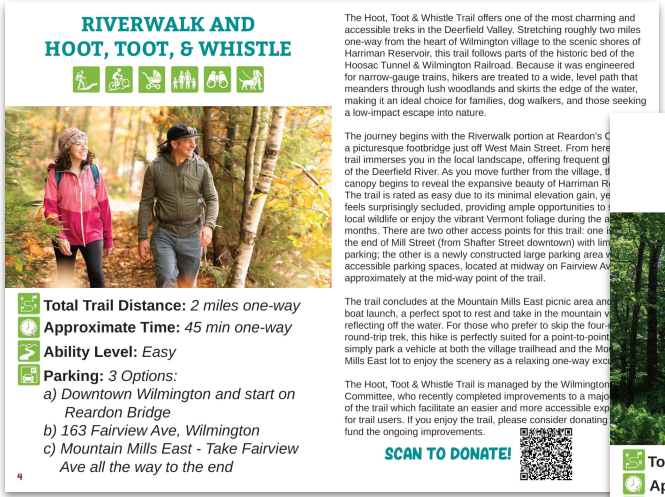
Overall a successful campaign with strong results and indications that it is worthwhile including in the future

Notable Projects

Trail Guide



- Created a comprehensive guide to the most popular trails
- Featured 9 trail pods and 10 additional area options
- Helps lead visitors to the most appropriate trail
- One of the most popular pamphlets at the Visitor's Center



RIVERWALK AND HOOT, TOOT, & WHISTLE

The Hoot, Toot & Whistle Trail offers one of the most charming and accessible treks in the Deerfield Valley. Stretching roughly two miles one-way from the heart of Wilmington village to the scenic shores of Harriman Reservoir, this trail follows parts of the historic bed of the Hoosac Tunnel & Wilmington Railroad. Because it was engineered for narrow-gauge trains, hikers are treated to a wide, level path that meanders through lush woodlands and skirts the edge of the water, making it an ideal choice for families, dog walkers, and those seeking a low-impact escape into nature.

The journey begins with the Riverwalk portion at Reardon's C… a picturesque footbridge just off West Main Street. From here… trail immerses you in the local landscape, offering frequent gl… of the Deerfield River. As you move further from the village, t… canopy begins to reveal the expansive beauty of Harriman R… The trail is rated as easy due to its minimal elevation gain, ye… feels surprisingly secluded, providing ample opportunities to … local wildlife or enjoy the vibrant Vermont foliage during the a… months. There are two other access points for this trail: one i… the end of Mill Street (from Shafter Street downtown) with lim… parking; the other is a newly constructed large parking area w… accessible parking spaces, located at midway on Fairview Av… approximately at the mid-way point of the trail.

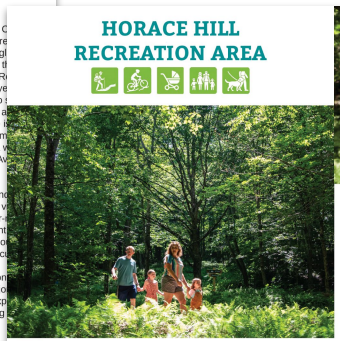
The trail concludes at the Mountain Mills East picnic area and… boat launch, a perfect spot to rest and take in the mountain v… reflecting off the water. For those who prefer to skip the four-… round-trip trek, this hike is perfectly suited for a point-to-point… simply park a vehicle at both the village trailhead and the Mo… Mills East lot to enjoy the scenery as a relaxing one-way excu…

The Hoot, Toot & Whistle Trail is managed by the Wilmington… Committee, who recently completed improvements to a majo… of the trail which facilitate an easier and more accessible exp… for trail users. If you enjoy the trail, please consider donating … fund the ongoing improvements.

SCAN TO DONATE!

Total Trail Distance: *2 miles one-way*
Approximate Time: *45 min one-way*
Ability Level: *Easy*
Parking: *3 Options:*
a) Downtown Wilmington and start on Reardon Bridge
b) 163 Fairview Ave, Wilmington
c) Mountain Mills East - Take Fairview Ave all the way to the end

4



HORACE HILL RECREATION AREA



Horace Hill Recreation Area is a well-maintained and approachable trail system that makes it an easy choice for a wide range of hikers. The paths move through a mix of hardwood forest, soft needle-covered ground, and gently rolling terrain, creating a comfortable rhythm for both short walks and longer outings. The layout of the trails allows for flexible route options, so hikers can choose simple loops or connect sections for a more extended exploration of the area.

The landscape provides steady variation without being demanding. Gradual climbs lead to small rises and sections that offer occasional openings in the trees, while more sheltered stretches provide a quiet, shaded walk through mature forest. Seasonal changes are especially noticeable here, with spring wildflowers, dense summer greenery, and vibrant fall color all shaping the character of the trails.

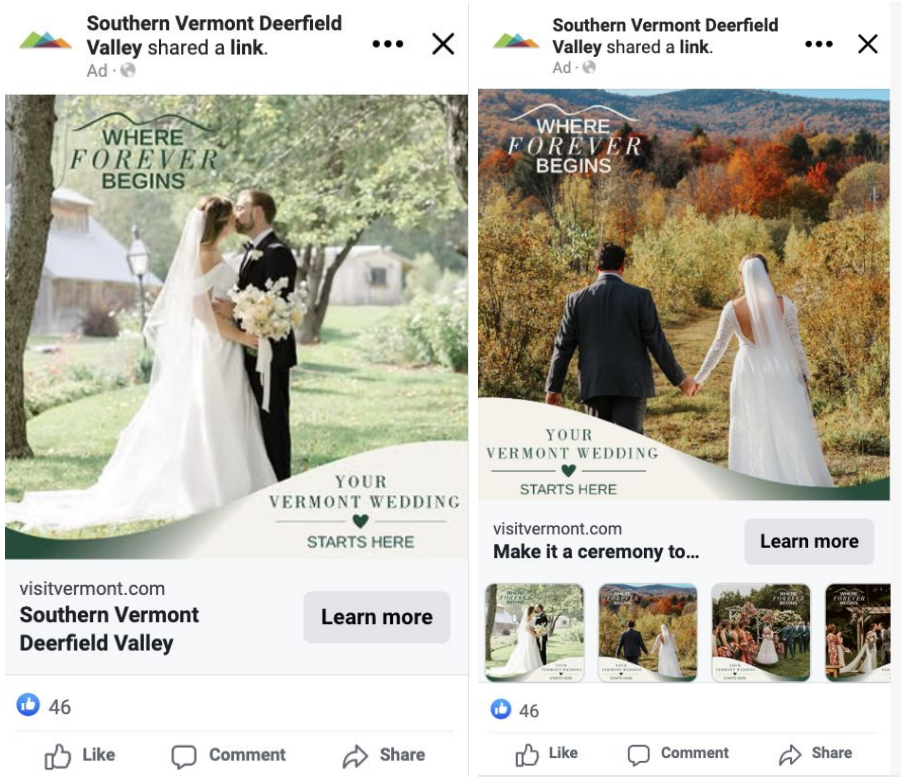
Horace Hill is also a shared-use recreation area, with trails and open spaces that support mountain biking and disc golf alongside hiking. Mountain bikers make use of the same rolling terrain and wooded corridors, adding a dynamic flow to the trail system, while the disc golf course weaves through the landscape with a creative layout that takes advantage of elevation changes and natural features. These additional activities make it easy to round out a visit—whether that means pairing a hike with a disc golf round or simply enjoying the energy and variety of a multi-use outdoor space.

Total Trail Distance: *3 miles*
Approximate Time: *30 min to 3 hours*
Ability Level: *Easy to moderate*
Parking: *171 Vermont Rte 100 West Dover, VT 05356*

12

13

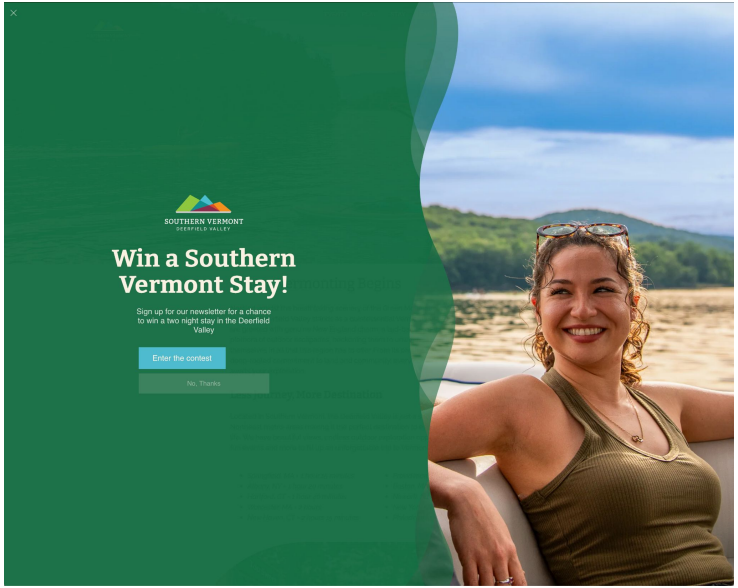
Weddings

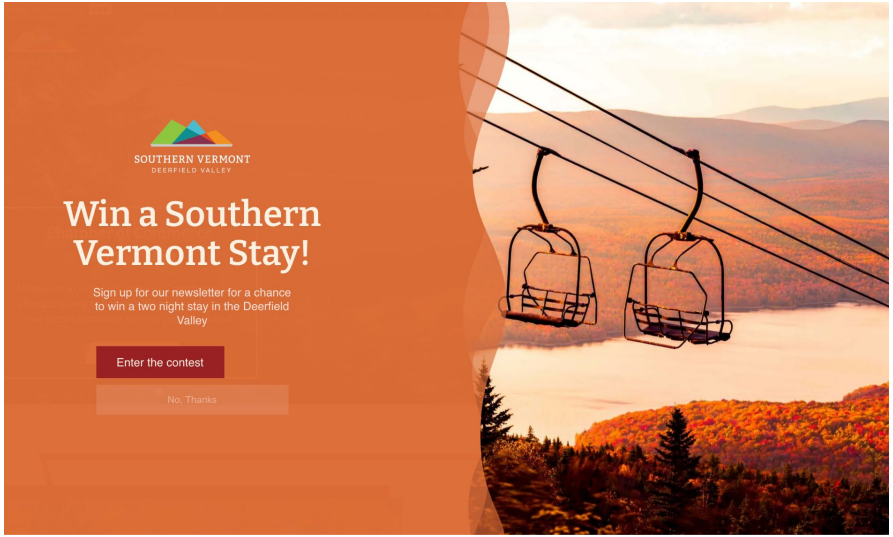


- Created new campaign to increase awareness of the Deerfield Valley as a wedding destination
- New dedicated landing page highlighting the reasons to host your wedding here
- Ran a successful test campaign on Meta from August through October
  - Impressions = 259,449
  - Clicks = 7,681
  - CTR = 2.91%
- Continuing the Meta campaign through the rest of the year
- Adding a Google Ads segment to help attract those searching for Vermont wedding venues

Email Signup Contest

- Pop-up after 10 seconds on site for multiple landing pages
- Enter your email address and get entered to win 2-nights lodging at a Dover or Wilmington inn
- 1,472 new subscribers over the course of the campaign
- Gives us an avenue to send emails in the future about events, things to do in the Valley, etc





Organic Social Media

- Followers Total: 18,971 (+5,157) **27.2% gain**
- Total Impressions: 3,582,528
- Total Engagement*: 5.52% (+0.87) **18.7% gain**

Southern Vermont Deerfield Valley Chamber
Oct 22, 15:01



Ever wonder what's hidden beneath the waters of Harriman Reservoir🚤? An entir…

64,755 organic v… 14.78 % engagemen…

Southern Vermont Deerfield Valley Chamber
Jul 18, 15:30



(Post with no description)

53,544 organic vi… 4.94 % engagement…

Southern Vermont Deerfield Valley Chamber
Dec 16, 16:02



The Wilmington Inn is straight out of a Hallmark Movie🎄✨ Cozy rooms, full bar,…

43,246 organic vi… 3.12 % engagement…

visit_vermont
Jan 31, 17:01



Hot dogs galore🌭 The Matterhorn Dog House serves up more than just classic…

16,709 views 4.25 % engagement rate

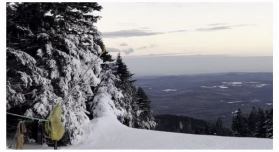
visit_vermont
Oct 22, 15:02



Ever wonder what's hidden beneath the waters of Harriman Reservoir🚤? An entir…

12,051 views 4.16 % engagement rate

visit_vermont
Dec 14, 17:00



When someone tells you to visit Vermont, you really should listen❄️ #visitvermont…

7,403 views 7.59 % engagement rate

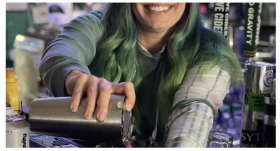
Southern Vermont Deerfield Valley Chamber
Nov 13, 17:01



In the early 1800s — and possibly even earlier — there was an iron mine on the…

38,452 organic v… 13.19 % engagemen…

Southern Vermont Deerfield Valley Chamber
Feb 15, 17:00



‼️Employee Spotlight Time‼️ Meet Adrianne Vivenzio! This marks her 13th…

36,728 organic vi… 9.77 % engagement…

Southern Vermont Deerfield Valley Chamber
Mar 15, 19:00



‼️Employee Spotlight‼️ Next up in our spotlight: the one and only Taryn…

36,244 organic vi… 10.2 % engagement…

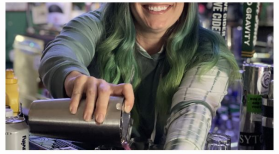
visit_vermont
Sep 20, 00:11



🍷🍢 That's a wrap on another amazing Vermont Wine & Harvest Festival! 🍢🍷…

5,916 views 4.27 % engagement rate

visit_vermont
Feb 15, 17:00



‼️Employee Spotlight Time‼️ Meet Adrianne Vivenzio! This marks her 13th…

4,754 views 10.25 % engagement rate

visit_vermont
Jul 23, 14:30



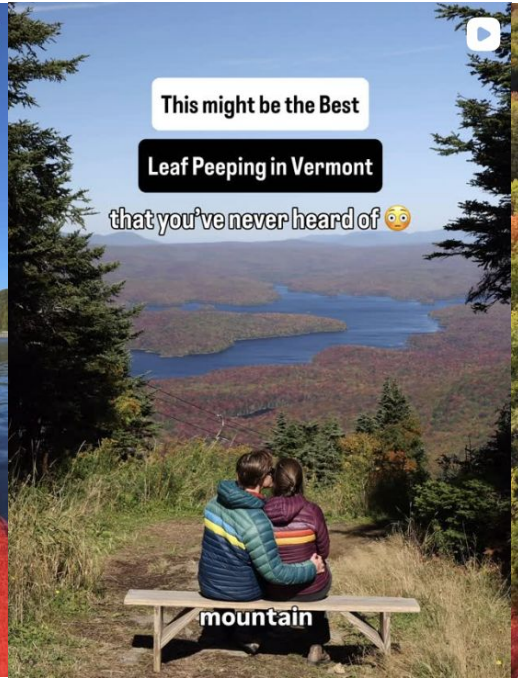
The sweetest 10 days of summer are almost here! 🫐🌻🌀 Celebrate the Vermont…

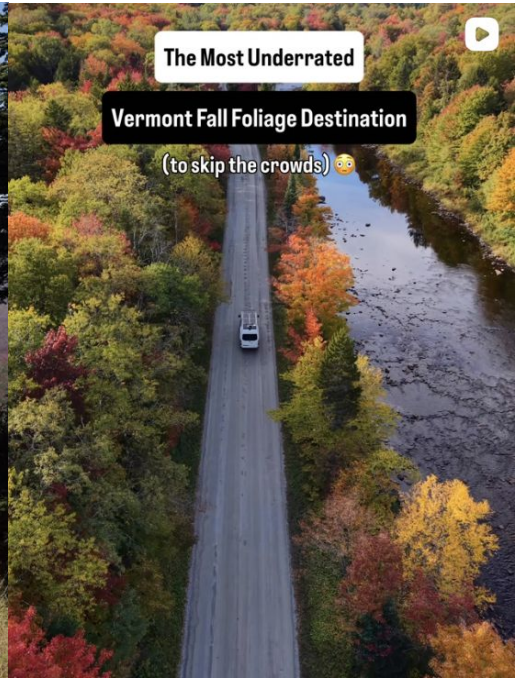
4,394 views 7.34 % engagement rate

**Hootsuites 2026 benchmarks for tourism are 3.7% on Instagram, 2.4% on Facebook, 1.3% on TikTok*

Influencer Visit @shoandjo

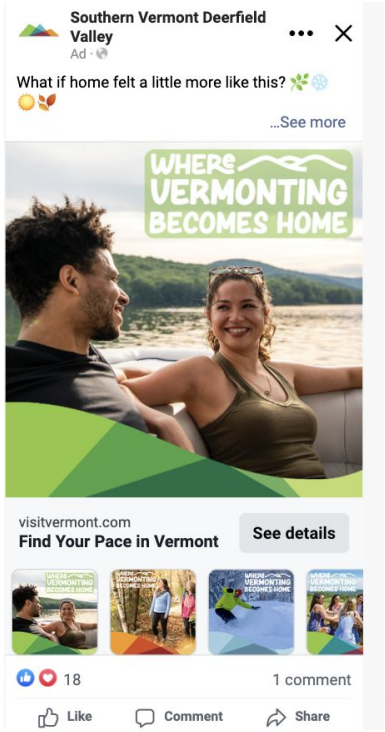


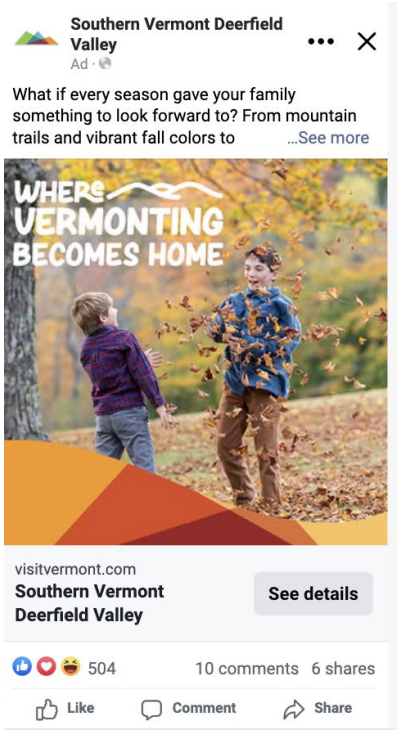




- Showcased some of the highlights of fall in the Deerfield Valley including Mount Snow chairlift rides, kayaking on Harriman Reservoir, Mt Olga Fire Tower, and driving out through Somerset
- Had over 20,000 views with excellent engagement including 574 likes, 106 comments, and 164 shares

GROW Grant Program





- We received $51,610 to continue our work for 2026 & 2027
- Funding covers advertising, mixers, Content Creator, and part of 2027 summer photoshoot
- Had two very successful mixers this year with 220 total attendees, 30 of which were new residents of the Deerfield Valley
- Employee Spotlight social posts have had strong impressions and great engagement
- Phase 1 of paid advertising drove 37,871 visits to the website

SOUTHERN VERMONT
DEERFIELD VALLEY

FY27 Budget Proposal

STAFFING

Account	FY26	FY27 Proposed
STAFFING	**$72,357**	**$75,079**
Marketing Director	$68,295	$70,344
Travel	$800	$800
Cell Phone Stipend	$0	$360
Content Creator	$3,262	$3,575

Notes:

- **Small salary increases for both Marketing Director & Content Creator**
- **New monthly Cell Phone Stiped for Content Creator who uses phone to capture, create, post and engage with content on our social media channels**

PROFESSIONAL FEES

Account	FY26	FY27 Proposed
PROFESSIONAL FEES	**$26,532**	**$37,673**
Campaign Creative	$15,944	$15,944
Website Redevelopment	$4,000	$0
Website Maintenance	$1,188	$1,188
Content Gathering	$1,000	$16,000
Chamber Admin	$4,400	$4,541

Notes:

- **Biggest change is Content Gathering. Have not had a major summer photoshoot since 2024. This is also supplemented with an additional $4,000 from our state GROW grant**

DIGITAL ADVERTISING

Account	FY26	FY27 Proposed
DIGITAL ADVERTISING	**$136,000**	**$131,000**
Media Buy	$100,000	$100,000
Organic Social	$1,000	$1,000
Influencers	$10,000	$5,000
Groups/Weddings	$5,000	$5,000
SEO	$20,000	$20,000

Notes:

- **Decreasing Influencers amount, otherwise same as 2026**

IT

Account	FY26	FY27 Proposed
IT	**$4,536**	**$4,626**
AirDNA	$576	$576
Adobe Suite	$780	$780
Dropbox	$144	$144
Geofencing	$0	$0
Email Subscriptions	$636	$726
Webcam	$1,000	$1,000
Hootsuite	$1,400	$1,400

Notes:

- **No changes from 2026**

PROMOTIONAL PROGRAMS

Account	FY26	FY27 Proposed
PROMOTIONAL PROGRAMS	**$6,350**	**$6,100**
Stakeholder Materials	$600	$600
Guilford Welcome Center	$750	$750
Email Signup Contest	$1,000	$1,000
Hiking Guide	$4,000	$3,000
Postcards/Stickers	$0	$750

Notes:

- **Reduced amount needed for printing of Hiking Guide**
- **Added in Postcards & Stickers which we last printed in 2023 and only recently ran out**

TOTAL BUDGET

Account	FY26	FY27 Proposed
STAFFING	$72,357	$75,079
PROFESSIONAL FEES	$26,532	$37,673
DIGITAL ADVERTISING	$136,000	$131,000
IT	$4,536	$4,626
PROMOTIONAL PROGRAMS	$6,350	$6,100
TOTAL	$245,776	$254,748

- Carryover from 2026 of $10,000
- Brings total budget needed to $244,478
- Requesting $122,239 from each town

Note: 3 Year Strategic Plan recommended an estimated budget of $253,000

Thank you for your support!