

Economic Development Update

October 18, 2011

Telecommunications

Fairpoint (Broadband to East Dover)

I spoke with the Fairpoint installer who was doing work at the box near the library. He was preparing the box for the equipment installation. He suggested that things were moving along quickly.

Earthtone (Cell Service)

Nothing to report.

VTEL

Nothing to report

Survey

The surveys were received and due back this week. Expect results in a few weeks from UNH.

eVermont

Seminars

The first seminar is set as stated below. The instructor has made her way to the library to view the layout.

VSC Social Media & Communication Tools for Beginners – Tuesday Oct 18 at 6PM

VSC Learning To Go – Saturday Oct 22 at 12PM

VSC Internet Safety Basics – Tuesday Nov 1 at 6PM

Advertisements have been made and appropriate emails sent to my mailing list of previous attendees and other businesses.

Wi Fi Hotspots

Phil Petty, the program director and Steve Liggett, the site engineer are coming to Dover on October 20 to begin the evaluation. This will enable a more accurate cost estimate to be developed and hopefully an implementation timeline.

Website

I met with Colby to discuss the website and gave him an administrator ID. We talked about the power of Drupal, the content management system that eBusiness is using and an approach. We concluded that I would update the Economic Development section to determine not only the power of the product, but it's ease of use. Colby will assist if I have questions regarding form or encounter technical issues.

Trails

We took a walk through the proposed Section B+ of the Valley Trail and made it all the way to Kingswood. Mike Purcell was our guide and instrumental in blazing the way and pointing out our position on the map. In addition, he offered a realtor's perspective regarding the value of being on the trail to the perspective homeowner. Mike gave me some sample letters to send to the affected homeowners regarding the trail and its access. I am in the process of updating the map with owner's names and addresses, developing a letter to send out and developing a strategy for a discussion with the individuals.

The walk through the town forest will take place, weather permitting, during the week of October 17.

Beautification

Enclosed is the RFP for the Landscape Architecture Plan for Route 100. We have targeted several specific organizations to send the RFP to as well as others in the immediate area that were obtained through the American Society of Landscape Architects (ASLA).

Bright Lights is taking on enthusiastic contagion and encompasses the area from Jacksonville to Mount Snow and may spread to Wardsboro, thanks to the efforts of Linda Anelli.

Marketing

I met with Kelly Pawlak, in Vinnie's absence, to discuss issues related to vendor's contracts and the problems associated with town signatures, and potential cost confusion regarding the BQE electronic billboard. Kelly will follow up with the specific vendor and access, with her marketing department, the continued level of effort needed in Facebook and Google Adwords as a result of the Columbus Day Weekend's success. We also discussed why, from a marketing perspective, print material looks different from electronic billboard material as it relates to logos.

I hope to convene a meeting to discuss the Advertising Support Proposal within the next 2 weeks, time permitting.

Events

Living History has submitted an event grant request. I will review it with Jim Dassatti and present at a future date.

Interpretive Signs

RFP in progress.

Financial

Enclosed is the financial report for expenses and committed through September 30, 2011. I have also added a proposed cost category to give the board a sense of potential projects and rough order cost estimates. This is meant to suggest that given the current commitments together with the proposed projects, we would not have sufficient funds to do everything. It also does not include any land purchases or venue proposals. Obviously, some projects span multiple years and additional funds will be added. There is no FY '11 – '12 budget in place and I feel that one is needed to address the issues of what projects are realistic and in what priority. I will develop a proposed budget and submit it to the board for review and approval in the next few weeks.