

Economic Development Update

September 20, 2011

Telecommunications

Fairpoint (Broadband to East Dover)

A list of addresses for the 3 zones in East Dover is now available on the website. You can go to the Economic Development Section and it is listed as an Excel spreadsheet under *Zone 123 Addresses Fairpoint*.

<http://www.doververmont.com/economic-development-specialist>

Earthtone (Cell Service)

No movement on our offer to supplement the cost of cell service to East Dover through Earthtone. The temporary cell towers from Verizon on Rice Hill and AT&T on Dover Hill will only last a short time, about 1 month total.

VTEL

I had a conversation with Bill Hinckley, Senior Project Controls Manager for VTel. He indicated to me that they are in the final design phase of their network and are securing lease agreements for their equipment, but do not have any signed yet, only letters of intent. He would not commit as to a schedule of deployment or where East Dover was on that schedule. He did mention that they would be deploying equipment before the end of the year, but need signed leases. There are review steps built within the contract at the Federal level to review design aspects of the network. I asked Bill how Dover can assist VTel and he was pleased to hear our interest and took notice of this fact, but committed to nothing. We agreed to speak periodically for an update.

Survey

The University of New Hampshire has inadvertently transposed the cost of printing with the cost of mailing. Printing is now \$1226.86 and mailing is \$2320.58. Their estimate assumes that they will get back 50% of the surveys that are sent out. They will only charge for the actual number of surveys that are returned. The total cost, however remains the same at \$5481.99. It was suggested that we consider a USPS program called Every Door Direct Mail (EDDM) which costs only 14.2 cents for mailing. This will not work for several reasons – specifically, according to Mike at the West Dover Post Office, it is meant for saturation mailing where you send to every household within a specific geographical area. Also you cannot do a business reply. There is also a value in getting the results of the survey in a timely fashion and it is recommended that this project be approved in light of the revised printing costs.

eVermont

Seminars

The first eVermont seminar on Social Media for Marketing was very successful based upon the comments from the 12 attendees. The next seminar will be held on Tuesday, September 20 at 10:00 AM at the Dover Library Conference Room. The topic is Google Tools and many of the previous attendees have already signed up. Patrick Ripley has agreed to give one on one consulting to several attendees at no cost at the conclusion of the second seminar.

Wi Fi Hotspots

The order of tasks to implement this project has changed slightly. eVermont will send out a site engineer to determine how many Anaptyx access points are needed for the targeted wireless zone and their specific placement. This will allow a more accurate cost estimate for the project. It is then that the MOU will be signed. The actual unit is the Anaptyx ODE2-MIMO Outdoor AP or “access point”. The specs on their website suggest that it has a range from AP to client (laptop, smartphone) of 400 meter or ¼ mile. It also uses approx 7 w of electricity and connects via a power over Ethernet connection (POE). eVermont will also pay for the cost of the electrician to install the unit. It is still unclear if this applies to all AP's or just the 3 – 4 that eVermont will give at no cost via the grant. No date has been given for the site survey, but a time frame of 2 – 3 weeks was suggested. I have been given a contact of Townsend Belisle, the founder of Wireless Woodstock. I will speak with him on Friday. A trip to Woodstock would help facilitate this project.

I have briefly and informally spoken with some business owners along Route 100 to get their opinion regarding mounting the AP unit on their property. So far it appears that they are in favor of it. When the actual locations are determined, this conversation will be more directed. Our initial deployment is from Town Office to Mountain Park Plaza, but we can adjust depending upon the actual costs involved.

Website

Colby Dix and I placed a call to Adam Sroczynski of eBusiness Technology, LLC to discuss the search facility on the website. It was pointed out to Adam that the contract states that eBusiness will provide the search capability. The issue of web search vs content search was debated. Adam has agreed to review this situation and send a formal quote. As of this writing, I have not received the formal quote. Informally, Adam indicated a cost of \$2000 - \$2500 to provide the content search.

Trails

Sarah Daniels has completed her map of the B+ trail section (see enclosed). The trail focus group will meet next week to discuss the results and determine next steps.

Beautification

I am developing an RFP for a Landscape Architecture Plan for Route 100 with the assistance of Linda Anelli of the Beautification Focus Group. It is not ready as of this writing and I will send it to the Board for their review and comments when it is completed.

As the Winter season approaches, we will be considering the feasibility and specifics of the Bright Lights program that we have done in the past. This will be presented by the end of October.

Events

The 3 outstanding events that were approved - the Blueberry Festival, Taste of the Valley and the Vermont Life Wine and Harvest are still unresolved. As of our last meeting, we agreed that if monies were not spent, then they would be returned to the town. I will contact each of the event coordinators to bring this issue to a resolution. The guidelines state that a summary report with appropriate receipts needs to be submitted within 75 days of the event. The Blueberry Festival was the only one held.

Interpretive Signs

I have located a sign design that was done in 2009 by John Guminak (see enclosed). The discussion now is should we use this design and send out an RFP for fabrication or get other designs. In addition to the 11 sign descriptions we currently have (see website), I am told that there are descriptions for Flora and Fauna, but I have been unable to locate them.

Financial

I have been working on FY '11 - '12 expenses and will be giving them out as soon as I complete them.