

**Dover Select Board
Special Meeting Minutes
Dover Town Office
Tuesday, March 10, 2020**

THESE MINUTES ARE NOT OFFICIAL UNTIL THEY HAVE BEEN APPROVED BY THE DOVER SELECT BOARD

Select Board members present: Josh Cohen**, Victoria Capitani, Dan Baliotti, Sarah Shippee, Joe Mahon
Also, present: Office Manager, Jeannette Eckert

Public: Adam Levine, Brendan McGrail, Steve Neratko, Andy McLean, Marco Tallini, Shannon Wheeler, Tabi Freedman, Eric Durocher

Special Meeting Called to Order at 6:00pm by Vice Chair Victoria Capitani

I. Economic Development Director Search

- A. Work Session to Review/ Discuss Job Descriptions for Director and Assistant
Jeannette had provided the most recent version of the ED job descriptions and previous ad
Steve reviewed it and developed an updated description broken down into the following:
- Major responsibilities, roles & responsibilities, qualifications, skills, priorities

Major Responsibilities of Economic Dev. Dept.:

Economic Development, Community Development, Planning, Grant Writing/Administration,
Program Mgmt., Recreation, Events, Marketing

Roles and responsibilities of Director:

- Develops New Programs and Projects
- Coordinate Committees
 - Run Meetings
- Establishes New Plans
- Develops / Implements Budget
 - Creates Annual Plan
- Coordinates with Other Depts and Agencies
- Develops Relationships with Business, Resident and Tourist Communities
- Work Closely with the Select Board to Identify Priorities and Implement Projects
- Complete Grant Applications
- Develop Metrics
- Represents Dover at Meetings with Local, Regional, State and Federal Representatives

Roles and responsibilities of Assistant Director:

- Program Manager
- Manages Day to Day Programs / Processes Applications / Implementation of:
 - DASP
 - DO-IT
 - Signage Improvement Program
 - Housing Program
 - Marketing
 - Recreation Point Person
 - Events
 - Manage Summer/Year-Round Program
- Office Administration
- Track Metrics, Provides Reports on Current Programs
- Standardize Applications

**Dover Select Board
Special Meeting Minutes
Dover Town Office
Tuesday, March 10, 2020**

- Grant Administration
- Meeting Minutes

There is probably more to add to this working list, but these are the major roles

*Josh Cohen arrived at 6:15pm and took over the running of the meeting

Priorities:

- Consolidate committees into 5 major committees due to lack of attendance/focus
 - Bi-Town, Trails & Venue, Infrastructure & Telecommunications, Business & Workforce, Community Development
- Implement the Housing Plan
- Finalize the trail and recreational venue plan
 - Need to obtain the timeline on the draft recommendations
- Discussion on moving forward on A-
 - Need to find someone who can create a visual rendering for the property owner—a first person view of what the trail will look like from his property
 - Hoping to offer a compromise; trying to avoid eminent domain
 - Will revisit this in another meeting
- Implement the trail and recreational venue plan
 - Maintenance and upkeep need to be considered
- Develop the marketing strategy
- Implement the new marketing strategy
 - How are we going to work with Mt Snow and other entities to achieve this?
- Reexamine the DASP program
 - Increase the dollars for out of area or online advertising
- Reexamine the DO IT program
 - Determine a focus area each year that you want to highlight (for example paving)
 - Slightly bigger projects: bulk projects together to save money
- Determine how to best use events funds and attract more events to the area
 - Fund hasn't been used enough
 - How to attract more events; we don't get the applications
 - Biggest issue is those who want to hold events don't have the event managerial background
- Determine how to move forward with Broadband internet
 - Proposals from Duncan Cable; moving through the CUD process; a lot will be determined through the survey
- Apply for downtown designation
 - Lapsed for both East and West Dover because we did not have an updated Town Plan
 - May play an important role in the new Act 250 standards
- Standardize program applications—Shannon is working on this
- Preparation of beautification plan
 - Hoping for renewed activity in this area
- Develop a business development grant
 - Try again with BDCC?
- Foster relationships with Mt Snow
- Foster relationships with business owners, residents, 2nd homeowners,
- Foster relationships with regional state and federal reps

**Dover Select Board
Special Meeting Minutes
Dover Town Office
Tuesday, March 10, 2020**

Position Description:

Nature of the job--Mostly the same as previous description, added more background information

Hiring & Tenure—similar to what was presented previously

Qualifications—upped from 3 years to 5 years of experience; master's degree preferred; managerial experience in municipal setting; knowledge of Vermont governmental structure; grant writing; municipal projects and programs

Skills—again similar but added ability to make strategic departmental decisions while offering substantive recommendations & ability to analyze and develop budgets as they pertain to the goals and objectives of the department

Primary responsibilities—Added cooperate with the Select Board and other committees and work groups to identify, prioritize, plan and implement programs and projects; implement the Housing Master Plan and Trails & Recreational Venue Master Plan; represent the Town at meetings with local, regional, State and Federal agencies and representatives; develop relationships with the business, resident, and tourist communities; develop metrics to track program and project successes

Upped the qualifications quite a bit; Believe there are a lot of good applicants out there, cast a wide net and really take a look at other ski communities and advertise heavily there

Reach out to different areas for job search: Local regional & state planning websites, www.planetizen.com, advertising position to include a skiing background would be helpful

Public Comments/Discussion:

- Dumb down the job description to something we can succeed with; prioritize! we don't need a person with an \$80,000 salary or a master's degree; 2nd homeowner is where the money is going to come from; get it done for a lot less money & it will be easier to maintain and manage
- Plusses and minuses to casting a wide net; a local person, who may not meet all the qualifications, could meet some of the high points; perhaps consider consultants to advise the director in some areas
 - A lot of responsibilities but not necessarily all the qualifications need to be met
 - Probably there are local people here, but it has to be the right person
- Economic development – involves throwing money into projects to build jobs and activities; our activity is recreation, has to be more coordination between the Chamber, the director, Mt Snow to promote the town of Dover; most important thing to develop economic success here
- Is this a realistic job description for one person?
 - There are some priorities that could stand alone like recreation
 - Believe Shannon should be full time and with another full-time person these jobs can get done
 - 1% is rebounding to the high point, more focus on fewer projects
 - Housing, Marketing, Trails and Recreation—planning process is over, now need to implement them
- Would like to see the emphasis on more local folks, emphasis on untapped area
- Need to focus on trying to attract more people; more jobs for families who will move here and stay here; families that have a vision and will be here to stay
- Mt Snow has let go some people who could potentially fit in, if they are not already gone

**Dover Select Board
Special Meeting Minutes
Dover Town Office
Tuesday, March 10, 2020**

- Newsletter to the 2nd homeowner—someone may be moving up here for this job; put best foot forward and include them in our plans—need to reach out to them
- Absolutely, many of our current residents came from being 2nd homeowners
- Do we have too many goals? Do we need to cut back?
 - Merge some groups together that may be able to work better
- Some of these projects don't happen at the same time, in the same year; work toward the goals to complete them
- It is a broad net—Board needs to establish the priorities
- Trails came together because they were a passionate group of people
- Bi-Town/Housing—coming together because we have worked with Wilmington on a study; will struggle with the implementation as it is a huge need
- Broadband—Dover is not going to be a priority town; it will be outlying towns that have no service
- Organization of the groups should be based on those who are passionate
- Committees that have passion, ED doesn't have to be as involved
- Last summer this valley had no events—we need to deal with that and push year-round events at Mt Snow as well
- Building relationships is key; people need to learn how to run events
- Visitor Center in Guilford—we could promote the trails there to get people to come here
- Recommend that the SB appoint the people on the committees—but that would involve quorums and minutes
- Bi-Town has had issues achieving a quorum—need two community reps from Dover
 - Needs to have some consistency, equal representation
- Telecommunications needs to be a greater priority—without that capacity there is little hope of attracting home based jobs
- Building relationships between the business community and economic development hasn't happened; need to feel that we are partners with the Town
- More enthusiasm & monetary assistance can expand small events into larger ones
- All the program's funding doesn't get exhausted—first succeed at giving the money away; get people to participate
 - DO-IT and DASP do get exhausted
- Biggest challenge is getting the participation, engaging with the community
- Some in the community don't know Steve or the Board; How is it that no one knows?
 - Need to keep those lines of communication open
 - Energy has been discouraging rather than inviting
- Key is super promoting of the funds that are available; will not make an event in a year or two; foster events, it takes a while to grow an event
- General idea was for the Town to bring ideas to us for our support
- Maybe the Town has to do its own event—instead of waiting, how else can we get events?
 - Support the people who create the events; but need the brains behind it
 - Maybe we need to reach out to people to pitch ideas
 - Need for a marketing and promotion piece that invites event creation—bring us your event
 - Need marketing materials to help people make the statement
 - Comes down to communication and with two people we can make it work

**Dover Select Board
Special Meeting Minutes
Dover Town Office
Tuesday, March 10, 2020**

- Need to sew it all together and make it work
- There are a lot of people in town who have event ideas but don't know how to run it & administer it, independent consultant? May be the roll of the Town to fund that person

II. Executive Sessions for Personnel (Shannon Wheeler) *(defer to March 17th) **and Legal**
(Rich Werner)

On a motion by Victoria Capitani, seconded by Sarah Shippee, the Board unanimously agreed to move into Executive Session for Legal at 7:14pm

Present: All five Board members, Rich Werner, Laura Sibilina (via conference call)

On a motion by Josh Cohen, seconded by Sarah Shippee, the Board unanimously agreed to move out of Executive Session for Legal at 7:56pm

Decision: None, Vicki and Josh will keep the Board posted about the legal matter

III. Adjournment at 7:58pm

Respectfully submitted by Jeannette Eckert

Public notices of these minutes have been posted at the following locations:

Dover Town Clerk's Bulletin Board, Dover Town Meeting Bulletin Board, Dover School
Dover Free Library, East Dover Post Office, Town of Dover Website: www.doververmont.com