

**Dover Select Board
Regular Meeting Minutes
Dover Town Office
Tuesday, November 20, 2018**

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

Select Board Members Present: Josh Cohen, Victoria Capitani, Joe Mahon, Sarah Shippee, Dan Baliotti
Also, Present: Office Manager, Jeannette Eckert

Public: Lauren Harkawik, Paul Fisher, Randy Johnson, Tabi Freedman, Jim & Judy McDevitt, Mike Giorgio, Marco Tallini, Steve Neratko, Thad Quimby, Gretchen Havreluk, Eric Durocher

Regular Meeting Call to Order at 6:30pm

I. Public Comments:

Jeannette Eckert noted that Mt Snow requested an additional catering permit in Liquor Control Linda Sherman will not be available for Executive Session, but the Board will meet to update the matter

Tabi Freedman noted that the new Town emails have been set up and she will be available to assist with the transition

II. Unfinished Business:

A. Revisit Internet Provider Options

- Duncan Cable provided references from three customers currently using its service
- All are satisfied; have not had any outage; just starting rolling out this summer, have not been thru a winter with it yet; all had different speeds
- Duncan is least expensive and offering a higher speed at a lower rate; not yet proven if they can deliver speeds quoted
- Presently spending \$40.00/month for a slower speed
- Willing to set up and offer a 60-day trial which can be removed if we are not satisfied
- Try Duncan and if it does not work, believe First Light would jump on the chance to accommodate; normal installation period is within 14-45 days

Board Comments:

- Joe would like to stay local and at least give Duncan a chance
- Dan is not in favor of the service level for his Duncan Cable television; would prefer going with a larger company; it is about response not technology
- Vicki is in favor of local service as well; Cliff has always been responsive to our office issues
- Sarah—trial offer is worth trying without being locked into a contract

On a motion by Victoria Capitani, seconded by Joe Mahon, the Board voted 4-1-0 to do a 60-day trial offer with 50Mb/30Mb for \$99.00 installation (motion passes)

III. New Business:

A. Authorize Tax Sale for 1st Week of January 2019

- 18 properties up for tax sale; Started out with 7 or 8 additional ones that have paid
- Fisher and Fisher will conduct the tax sale
- Will schedule for either Jan 3rd or 4th

On a motion by Victoria Capitani, seconded by Sarah Shippee, the Board unanimously agreed to authorize a tax sale on Jan 3rd or 4th 2019 and authorize the Town Agent Linda Holland to purchase unsold property as needed

**Dover Select Board
Regular Meeting Minutes
Dover Town Office
Tuesday, November 20, 2018**

IV. Liquor Control:

On a motion by Victoria Capitani, seconded by Sarah Shippee, the Board unanimously agreed to recess and convene as local Liquor Control

On a motion by Victoria Capitani, seconded by Sarah Shippee, the Board unanimously approved the following:

- A. First Class License for Mt Snow Ltd d/b/a Carinthia Base Lodge
- B. Outside Consumption Permit for Mt Snow Ltd d/b/a Carinthia Base Lodge
- C. Request to Cater Permit for Mt Snow Ltd, d/b/a Cuzzins for Carinthia Opening, Nov 24-25, 9am to 8pm

On a motion by Victoria Capitani, seconded by Joe Mahon, the Board unanimously agreed to adjourn as local Liquor Control and reconvene as Dover Select board

V. Economic Development: Steve Neratko & Thad Quimby, Eric Durocher, Gretchen Havreeluk

A. Bi-Town Committee Vacancy

- There is an opening on the committee for a member of the public
- Has had interest from one person; there is currently a SB member (Vicki) and Steve; a member of the community is needed
- Having issues maintaining quorums for the meetings
- Vicki will request Heidi Taylor to place on the next agenda an item regarding the committee as a whole

B. Bi-Town Marketing Committee 3 Year Plan

- Three-year commitment is coming up
- Digital marketing/advertising
- Interested in continuing with the plan
- Goals are to direct folks into restaurants, retail & activities in Wilmington & Dover; targeted toward potential summer visitors; targeted to western MA, NYC, Boston, CT, NJ & to people who have shown an interest in our area or the activities that take place here
- How to allocate funds toward that effort: Option 1: social targeted ads; banners; google ad words, public relations—bringing writers, bloggers that talk about amenities in the two towns
- Option 2 adds Digital Billboards—2 boards each for 4 weeks; once decided on, placement/location of the boards would come next
- Time period for digital ads—17,000 users have visited the site, 19,000 page views for 2017-2018; 25% increase; ad words-27,000 impressions; 2600 clicks; 2.3 million impressions on Facebook; successful campaign
- Do not expect a decision tonight
- Per Town Share: Year 1: Option 1-\$34,500; Option 2: \$56,500
 - Year 2: Option 1-\$46,250; Option 2: \$63,750
 - Year 3: Option 1-\$55,500; Option 2: \$73,000

Board/public comments & responses in bold:

- Examples of ads would be good to see; where does it land—click to? ***It goes to Chamber site***

**Dover Select Board
Regular Meeting Minutes
Dover Town Office
Tuesday, November 20, 2018**

- All ads drive to www.visitvermont.com – believe it to be a stale site; problematic when spending this much money
- Do we have any stats on conversion? Does an ad drive a dollar spend? ***That information is not known. We know there is value in placing the ads; they are driving people to visitvermont.com***
- Is it back-traceable? ***If that is the goal, businesses need to be engaged***
- Simple API; Hard time selling a budget like this without any data
- ***Having a shared campaign is a good way to support this plan***
- Doesn't feel the chamber site shares well with Dover; chamber building is not very visual; it could be a great form of communication; list the towns being served on the building
- If we are going to spend this type of money; the website needs to be fresh and updated; that should be a priority; what does the Chamber need to make that happen
- Pictures on the website could be from anywhere in the area and people would not know they came from Dover or Wilmington
- ***Director funds and PR for blogs are part of the budget***
- A person not an organization is necessary to maintain and keep the website fresh and current
- Have no idea of how much this is working. Nice to know where it is coming from
- ***It was tried with the businesses and it did not work***
- Why a three-year commitment? Can it be a shorter term?
- Were there similar questions from Wilmington Board? ***Yes, they were supportive but also had questions***
- ***Print ads were distributed at a previous meeting, but Steve is willing to present those again***
- ***It is not a one-year thing—not best to commit to a plan for one year and then stop; best bang for the buck is a longer term***
- Agency Creative RFP? ***Would be put out to bid with an outline of exactly what our needs are***
- How does the spending compare with other Vermont towns on marketing? ***Do not presently have a comparison with other towns***
- Would the money be better spent targeting/attracting groups? Several of the inns target specific groups—Grey Ghost, Mountaineer both put up very diverse groups; has anyone asked them how they do it?
- Have we diluted the pool or should we combine forces in a better way?
- ***Bi-Town marketing is a two-pronged effort***
- There currently is no direct booking through the Chamber website
- ***If you're not a member of the Chamber, you can list your business on Visit Vermont site—Visit Vermont website is open to all businesses; Bi-Town is an addition to the Chamber site; money is not going to the Chamber; visitvermont.com was an established site***
- ***Folks are directed to many area sites, not just one in Dover or one in Wilmington***
- What resources are needed to keep the website fresh? ***Manpower is 5%, every effort is made to keep it up to date; but do not have the time to reach out to everyone to see if they are having an event or promotion going on***

**Dover Select Board
Regular Meeting Minutes
Dover Town Office
Tuesday, November 20, 2018**

- Data & benchmarks on conversion are a necessity—***the dashboard was supposed to track this and it did not work***
- Is there a way to automate it? Placing a Cookie on the business computers? ***Are businesses going to allow that on their computers? It would take some investment and time to install***
- ***We've addressed the advertising components....Maybe the towns can assist with businesses in helping get conversions set up, the tracking side of it***
- Working with BDCC on getting them to come up and do training---it is baby steps
- If we can track just the lodging and then go back to business owners without them having to enter anything.....***They won't do it***
- It all comes down to the businesses wanting to track their own data

The Board thanked the committee and will revisit the funding decision at a future meeting

VI. Consent Agenda:

- A. Approve Minutes of November 13, 2018
On a motion by Sarah Shippee, seconded by Dan Baliotti, the Board unanimously approved the minutes of Nov 13, 2018

- B. Approve Warrants of November 17, 2018 for \$5,888,948.70
On a motion by Sarah Shippee, seconded by Victoria Capitani, the Board unanimously approved the warrants of Nov 17, 2018

VII. FYI:

- A. Budget Meeting, Friday, Nov 30th at 8:30am
- B. Connectivity Summit, Friday, Nov 30th at 9am, Grand Summit (Tabi Freedman is attending)
- C. Open Meeting Law Regional Training, Dec 6, 1-3pm in Bennington (Josh Cohen is attending)

VIII. Liaison Reports: none

IX. Executive Session for Legal Matters**

On a motion by Victoria Capitani, seconded by Sarah Shippee, the Board unanimously agreed to move into Executive Session for Legal Matters at 6:47pm

Present: All five Board members, Jeannette Eckert

On a motion by Victoria Capitani, seconded by Sarah Shippee, the Board unanimously agreed to move out of Executive Session for Legal Matters at 7:00pm

Decision: Sarah will consult town attorney and get back to the Board

****Note the Board rearranged the timing of the agenda to accommodate the Bi-Town Committee which arrived at 7:00pm**

X. Adjournment at 7:46pm

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