

**Dover Select Board
Wilmington Select Board
Joint Special Meeting Agenda
Tuesday, January 12, 2021**

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

Join Zoom Meeting

<https://us02web.zoom.us/j/87045822737?pwd=d0xSOFF3eUozZWRLZ1dTOFIQU1hZz09>

Meeting ID: 870 4582 2737
Password: 045044

Dial in: 929 205 6099
Meeting ID: 870 4582 2737
Password: 045044

Dover Select Board present via Zoom: Victoria Capitani, Sarah Shippee, Dan Baliotti, Scott Salway, Joe Mahon

Wilmington Select Board present via Zoom: Tom Fitzgerald, John Gannon, Vince Rice, Sarah Fisher, Tony Tribuno

Public present via Zoom: Shannon Wheeler, Jessica DeFrancesco, Eric Durocher, Gretchen Havreluk, Ethan Schoonmaker, Scott Tucker, Amanda Carter, Julie Garel, Rich Santos, Mike Garber, Paul Fisher, Olga Peters, Mike Eldred, Randy Schoonmaker, Tracy Bartels, Jessica Lee Smith, Ashley Perlmutter

Special Joint Meeting Called to Order at 6:01pm by both Wilmington and Dover

I. Bi-Town Marketing Presentation by Charrette

(Report & presentation can be found at: [Click here for Google Drive link to documents](#))

- A. Gretchen thanked both Selectboards for their support in this marketing plan.
- B. Julie Garel, Amanda Carter, and Rich Santos presented the highlights of the final marketing and media report.

II. Selectboard Questions

- A. Sarah Shippee: would like to see the budget overview slide again – is that salary listed for the person specified for Bi-Town to hire? *Yes.*
- B. Dan Baliotti: is this a calendar year or what are the year start/stopping? *Gretchen: as bi-town we focus on summer so we start April-July if what we've done in the past.*
- C. Sarah: so we're looking at redoing photography/videography every other year, correct? *Julie: we do recommend that but it is not required. We put it there as a way to build out a sense of freshness, growth, and newness.*
- D. John Gannon: web redesign in year one and year 4 – can you explain that? *Amanda: yes, new plugins/technologies are needed and a refresh by year four. Year one of the media plan does begin in February but as there is no media in year one, it is year two of the overall plan. Gretchen: the main reason we're starting in February is because we're capturing the people that are already here and love us and getting them back for off season.*
- E. John: I'd like to understand who is doing what under this budget? *Julie: we're not telling you who your agency is or who they'll recommend we just want someone to be able to focus on those items for you.*
- F. John: a target audience I didn't see listed was Covid refugees and I was wondering if you could speak to that. *Julie: you're exactly right. We had built that into the long version of the plan and to bring some relationship building and if we can. This is low hanging fruit, the same with your winter travelers. If we had access to those who had visited at Mount Snow we would absolutely want to invite them back to visit during spring and summer.*

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- G. John: I just want to go back to the sales data you said you can input. We know that the input going in is optional but it is a sore spot. *Amanda: Yes, we are familiar with the previous dashboard. This is a spot you take info and data out; you do not need to input sales data. It is a friendly dashboard.*
- H. Eric Durcoher: thank you Amanda, Julie, and Rich for joining us and for your hard work. Thank you to our Selectboards.

III. Adjournment at 7:13pm by both Wilmington and Dover

Respectfully submitted by Shannon Wheeler

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