

**Dover Select Board  
Regular Meeting Minutes  
Dover Town Office  
Tuesday, May 15, 2018**

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

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

Public: Lauren Harkawik, Adam Levine, Sandy MacDougall, Jim Desrochers, Ken & Joan Black, Steve Neratko, Bob Holland, David & Jorja Smith, Cassie & Rick Fletcher, Trevor Gray, Jenn Holland, Sue Neuman, Paul Fisher, Heather Connor, Mike Garber, Marco & Stefan Tallini, Ralph Meima, Randy Johnson via phone\*, Eric Durocher, Thad Quimby

**Regular Meeting Called to Order at 6:30pm by Chair Cohen**

**I. Public Comments:**

Joan Black suggests receiving monthly updates again on the 1% funds; posting them to the website would be appreciated, there has been a lot of talk around the 1% funds lately. Steve is willing to do that starting in June and place on the website.

**II. New Business:**

A. Dover School Presentation: Transfer Station Exhibit & Proposed Sign on Dorr Fitch Rd  
Trevor Gray & Cassie Fletcher presented their IB project on the Transfer Station & thanked the Board for letting them come to speak

- International Baccalaureate program final project—exhibition to focus on a problem that is important to our community and globally as well
- Theme was “Sharing the Planet”
- Concern over trash being left on our roadways by both residents and visitors—supplied photos of some trash on the road *after* Green Up Day clean up
- Share the responsibilities of keeping our town clean
- Research on local transfer stations—interviewed both Dover and Wilmington attendants Chris Larsen and Brandon Brassor
  - Every week both are having to clean up trash on sides of roads
- Exchanged letters with Jeannette Eckert which were very helpful
- 50% of trash is from locals and 50% is from visitors
- Trying to reduce the trash by proposing to put a sign at the bottom of Dorr Fitch Rd pointing the way to the Transfer Station
- Hoping this would help to direct people to not throw trash out on the road and keep our town clean
- Proposed sign would include hours of operation and how far away it is from Dorr Fitch Rd; a drawing was presented to the Board
  - A bit larger in size than the Dover School sign that is currently in place
  - Bob Holland can order the sign with the wording as requested

On a motion by Victoria Capitani, seconded by Sarah Shippee, the Board unanimously agreed to add the Landfill sign at the corner of Route 100 and Dorr Fitch Road with the information of operational hours and distance

B. Approve Special Traffic Regulation for Blueberry Parade

- July 28<sup>th</sup> starting at 10am closing Route 100 from Wilmington/Dover town line to Country Club Rd

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On a motion by Victoria Capitani, seconded by Sarah Shippee, the Board unanimously approved the special traffic regulation for the Blueberry parade

**III. Unfinished Business:**

- A. Revisit Green Lantern Solar Project at the Landfill (Ralph Meima)  
As the lease agreement is still being discussed by respective attorneys, Ralph presented a brief update
- Lease agreement—model landfill lease with new language is in the works
  - Letter to the Town giving advance notice that a Certificate of Public Good is being applied for within 45-days
  - Also, letter from DEC certifying that Dover Landfill is a Preferred Site
  - Will revisit on June 19<sup>th</sup> once all comments have been reviewed and combined in one document

**IV. Highway: Bob Holland**

- A. Approve Purchase of Hydro-Seeder (~\$3000)
- New Clean Water Act requires hydro seeding
  - Bob defers purchase for now, has found one he can use

**V. 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. Outside Consumption Permit for Dover Bar & Grill Corporation

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

**VI. Economic Development:**

- A. Revisit Event Grant for The Original Green Mountain Cannabis & Music Festival  
\*Randy Johnson joined the conversation via speaker phone  
Heather Connor, special event coordinator, joined Jim Desrochers and Sandy MacDougall in the discussion of the proposed festival
- Heather has been planning concerts for 20 years; also worked in radio
    - Long time friend of Sandy's; comes to the area to ski; loves the area; desires to keep the small-town environment
  - Still planning on July 1; cut numbers down to 1800 attendees at maximum; will no longer need a Public Assembly permit in that case
  - Got together with Randy Johnson—while he is not approving the event, he is willing to do all in his power to maintain a successful & safe event
  - Tent size of 80' x 100' which still leaves plenty of room for vendors in individual tents
    - Anticipating 30 vendors
  - Parking will be off site: at Dover Forge, Little Flower, Chadwick's, TC's, Philip Waller's tennis courts; business owners will charge for parking; back-up plan suggested for a shuttle for attendees if rainy; attendees will be walking the Valley Trail

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- Promoters want to share the experience with the Town
- Also, concert at the Park that same day from 1-3pm; parking is already arranged at Dover Forge for Park concert goers; that concert will take priority for the parking
- Dover Police will be present at this event rather than the annual assistance at the Wilmington fireworks
- Rough estimate of \$3960 for Dover Police presence for 12 hours at \$55/hr. for Sgt and Chief, \$50/hr. for all other officers; asked for money in advance for Minus Zero, undecided on this event
- Unsure of the company of promoters known as *Lotus Soundworks* or *Gathering of the Vibes*—Randy could not find them on the web under either name
- Randy will be meeting with DLC and Sandy has arranged a meeting with Fire Marshal Brian Johnson on Wednesday; Randy would like to reach out to other venues that have hosted these events to obtain feedback
- Access to the tennis courts? Crossing the Valley Trail—potential damage to trail & grass/pedestrians dodging cars?
  - Blocking off the surface only where the parking is taking place
  - Could be accessed through Sandy's property
- Promoting the whole holiday weekend for folks to come up even though event is only on Sunday
- Promoting the benefit to local businesses to continue the revenue to the Town; but still keep the intimate feel; often a more mature crowd for this type of event
- Lotus Soundworks is the administrator; Heather's partner Jen Durkin is a musician who has played with high profile bands; a lot of experience in the business; "Gathering of the Vibes" is a yearly 4-day festival; can provide references to mainly private events such as fundraisers; Incorporated in CT
- Festival hours are noon to 8pm with music from 1 to 8pm; will take some time to disperse the crowd after the event ends
- This event happens to be themed around cannabis because of the new law but promotion is more of a *Smoke Easy Sunday*; Advertising as a cannabis and music festival but more active on the music aspect; opens up possibilities for other summer events
- Smoking pot in public is still illegal under the new law; Police will take any action that is deemed necessary at the time
- Marketing done so far? Started 6 weeks ago; over 300 vendors have sent in applications
  - Tax will be collected on vendors not sure about sponsors
- Other events in the works:
  - Square dance benefit in September with proceeds to the Chamber
  - Vermont State Symphony concert
  - This event is the only one scheduled for a Sunday
- Crowds understand the festival atmosphere; tickets are tiered
  - \$40.00 General admission ticket
  - \$100.00 VIP ticket
- Held off on social media—but on deck to move ahead once tonight's decision has been made
- Funding of the event—event will go forward whether or not the 1% funds go through
- DLC will be onsite checking ID's; 7-11 employee Gloria is on board to check ID's; 21 and older event; will follow all liability protocol

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- Bands will be *Bad Fish, Buddha Fly, & Fresh Perspective*; will take into consideration the direction of the music sound with regards to Park concert
- Budget shows revenue has doubled in two weeks? Due to inexperience on Jim's part—more realistic budget has been submitted
  - Lodging figures are for the Valley; food & beverage is onsite; local vendors are preferred; standard vendor fees will apply: \$100 plus \$35 for electricity
  - Online sales—envision 500 tickets sold within 5 days
- Facebook and Instagram have been very interested in the event; the first in Vermont
- People do spend for this type of venue
- Really want the Town onboard to share the local growth and opportunity for summer tourism
- Timing sucks as the marijuana survey results will just be coming back on June 19<sup>th</sup>
  - What if the Town does not support marijuana? If Board supports this event, then we are caught out
  - Law was passed by the State and organizers are trying to take advantage with marketing/sales
- Parking plan and site plan have been submitted to Randy; hopefully all will go as planned
- Is it realistic to expect that many attendees at 6 weeks out? Already a busy holiday weekend; how to control the smoking of marijuana at the event?
  - Promoting and reaching out to a certain demographic; does seem like a short time frame but the 4<sup>th</sup> of July weekend works to our advantage; will promote the site restrictions on ticket sales; will have event staff and police to secure the event; do not want any trouble makers, really a mellow situation
- Ticket sales in advance and on site; how is the 1% tax money collected? Vendors?
  - Stub Hub is the online ticket seller; will have our own gated ticket purchases; every avenue for safety is being covered for money, crowd control etc.
  - License to sell in Vermont can be applied
- Board wanted to wait on a decision on the marijuana issue until surveys were conducted; now talking about backing this event; that's making a statement
- Why can't it just be called a music festival?
- Marketing ploy; not trying to sell pot but embrace the culture that is here to stay; a positive theme in our view; proven numbers on the revenue and acceptance of it

On a motion by Victoria Capitani, seconded by Dan Baliotti, the Board voted 2-3-0 to approve the funding of \$14,980 for the Original Green Mountain Cannabis & Music Festival on July 1 with conditions to include any lawn repair if needed, parking locations, shuttle back-up, trash pick-up. *Motion does not carry (Shippee & Baliotti-affirmative; Cohen, Capitani, Mahon-negative)*

- B. Update from Bi-Town Committee on Digital Marketing Program (Eric Durocher & Thad Quimby))
- Gear Up and Wind Down initiative which runs from May to October
    - Promoting on Trip Advisor, Facebook, Instagram
    - Focus on biking, hiking, kayaking
    - Social media aspect was much more successful than Trip Advisor
    - People are moving around on the site onto different pages
    - Promoting blogs

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- Hoped to record this info on the Dashboard
  - Encountered struggles although it was not as much work as it seemed to be
  - Ran classes; scheduled one on one; pictorial tutorial—still data does not come; is not catching on
  - Lack of business owner participation is leading to inconclusive data
- Followed up on business owner concerns:
  - Concerns over confidentiality; too busy, not enough time to input numbers; irritation regarding weekly email reminders
- Tried to market in our immediate area—locations that are easy to come visit from for the weekend; Guilford Welcome Center displays
- Visual imagery is key; Boosts not always needed to reach people
- No more money will be spent on the Dashboard
  - A lot of business owners are not tech savvy
  - Dashboard was added on the DO-IT application; will see how it goes
- Moving forward, concentration will be on social media rather than Trip Advisor
- Relying on data from rooms and meals tax which are reported once a month
  - Some data is better than none
- Foot traffic to the area has increased—not sure why
- Able to see the conversion from people seeing ads to going to the website; still not able to see if it leads to an increase in occupancy or restaurant sales; Dashboard entering would be great but the advertising we are running is successful
- Social media aspect is run by a company called Centro
- Eric will provide a copy of the power point presentation to the Board via email

**VII. Consent Agenda:**

- A. Approve Minutes of May 1, 2018 & May 4, 2018  
On a motion by Sarah Shippee, seconded by Victoria Capitani, the Board unanimously approved the minutes of May 1 and May 4, 2018
  
- B. Approve Warrants of May 12, 2018 for \$90,353.68  
On a motion by Sarah Shippee, seconded by Victoria Capitani, the Board unanimously approved the warrants of May 12, 2018

**VIII. FYI:**

- A. Economic Dev. Meeting, May 22 at 6:30pm at Town Office
  - *Will discuss East Dover connectivity; disc golf course; business grants*
- B. Fundraiser for Police, Fire, Rescue at NorthStar Bowl, May 27, 4-8pm
- C. So. Vermont Economic Summit, May 30 at Mt Snow—*Sarah is registered to attend*
- D. Town Office Restroom Project is Complete!
- E. Marijuana Surveys Available at Town Office through June 15<sup>th</sup>
  - *Several folks have already been in to pick up or fill out surveys*
- F. Evaluation Review/Preparation Meeting, Friday, June 1<sup>st</sup> at 8am at Dover Town Hall
- G. Conduct Employee Evaluations, Friday, June 22 at 8am at Dover Town Hall
  - *May need to reschedule the timing as Coffee with a Cop is taking place at Dan's Coffee Barn that same morning.... Dan will reach out to Randy on this*
  - *Reschedule Treasurer Evaluation Date—June 19<sup>th</sup> Executive Session following regular meeting. All in favor*

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- *Victoria Capitani clarified for Adam Levine that the Board evaluates Marco as Finance Officer and Delinquent Tax Collector. Treasurer is an elected position, not subject to Board evaluation*

**IX. Liaison Reports:** Sarah attended Fire Dept board meeting last evening

**X. Executive Session for Personnel** (Bob Holland)

On a motion by Victoria Capitani, seconded by Sarah Shippee, the Board unanimously agreed to move into Executive Session for Personnel at 8:18pm

Present: All five Board members, Bob Holland

On a motion by Sarah Shippee, seconded by Victoria Capitani, the Board unanimously agreed to move out of Executive Session for Personnel at 8:45pm

Decision: Bob will schedule the 2<sup>nd</sup> round of interviews for Assistant Road Commissioner and get back to the Board with a date/time to consider

**XI. Adjournment at 8:45pm**

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](http://www.doververmont.com)