

**Dover Select Board
Virtual Meeting Minutes
Tuesday, June 23, 2020**

Dover Select Board present via Zoom: Josh Cohen, Victoria Capitani, Dan Baliotti, Sarah Shippee, Joe Mahon
Wilmington Select Board present via Zoom: Tom Fitzgerald, John Gannon, Vince Rice, Sarah Fisher
Public via Zoom: Shannon Wheeler, Jessica DeFrancesco, Eric Durocher, Gretchen Havreluk, Scott Tucker, Lauren Harkawik, Tom Consolino, Randy Capitani, Jessica Lee Smith

Special Meeting Called to Order at 6:02pm by both Wilmington and Dover

I. Bi-Town Marketing Update of 2019 Summer Campaign: (see attached presentation)

The Bi-Town Marketing Committee represented by Eric Durocher, Gretchen Havreluk, and Shannon Wheeler gave an overview of the 2019 summer program. Advertising was 71% of the total spent, and 29% was operational costs such as creative design and management costs. In 2019 there were 17.6 million impressions from advertising vs 3.9 million the previous year. There were 18,597 clicks off of advertisements. There was a slight drop in rooms tax in 2019, though meals have stayed pretty steady. Short-term rentals increased over the last two years.

II. Bi-Town Marketing 2020 Summer Fall Campaign Presentation: (see attached proposal)

Recommending running a digital ad campaign at the state borders using the same creative ads from 2019, would like to hire a marketing consultant to help with a strategic 5+ year plan, would like to replace the blue Wilmington & Dover banners, continue blogging, host a stay-to-stay program, and create a video content library. Randy Capitani questioned if now is the right time for the consultant. Josh Cohen is in favor of hiring a consultant now. Tom Fitzgerald doesn't feel the money should be spent right now since everything is closed down; some of this should be tabled as things are changing daily. Would we be locked into the advertising, or will it be fluid enough that we can make changes depending on how things play out with Covid, etc.? It is believed to be fairly fluid at this point. Sarah Fisher believes that people are focusing on staycations right now, so advertising would be a good thing. Advertising will start while the RFP for the consultant is out.

III. Wilmington –1% Local Option Tax Fund Request

Gannon moved to approve a request for \$35,750 from the 1% local option tax fund for the Bi-Town Marketing Campaign, Fisher second; Fisher-aye, Gannon-aye, Rice-aye, Fitzgerald-nay

IV. Dover – Approval of 2020 Summer-Fall Campaign

On a motion by Vicki Captiani, seconded by Dan Baliotti, the Board unanimously agreed to approve the 2020 Summer-Fall Campaign as requested by the BiTown Marketing Committee.

V. Adjournment at 7:23 pm 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