

**Dover Select Board  
Wilmington Select Board  
Joint Special Meeting Minutes  
Wednesday, October 26, 2022**

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*These minutes are not official until approved by the Dover Select Board*

Join Zoom Meeting

<https://us02web.zoom.us/j/86800444071?pwd=RIU2WDQ0cDM3d3AwSGREeFNON2tnQT09>

Meeting ID: 910 9671 2483

Password: 773895

Dial in: 646 558 8656

Meeting ID: 810 9671 2483

Password: 773895

Dover Select Board present via Zoom: Vicki Capitani, Dan Baliotti, Joe Mahon, Sarah Shippee, Scott Salway  
Wilmington Select Board present via Zoom: Sarah Fisher, Tony Tribuno, Vince Rice, John Gannon

Public present via Zoom: Jessica DeFrancesco, Shannon Wheeler, Bethaney LeClair, Eric Durocher, Tim Dolan, Tim Shannon, Gretchen Havreluk, Melissa Boyles, Ian Campbell, Jessica Lee Smith, Mike Eldred, James Hamilton

**A recording of this meeting can be found here:** <https://youtu.be/Xz9a7aMxbV0>

**Special Joint Meeting Called to Order at 6:31pm by John for Wilmington and Vicki for Dover**

**I. Presentation by Bi Town Marketing Committee:** [Presentation follows these minutes]

**II. Adjournment at 7:00 pm by Dover and Wilmington**

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



# SOUTHERN VERMONT

## DEERFIELD VALLEY

**Selectboard Update**  
**October 2022**



SOUTHERN VERMONT  
DEERFIELD VALLEY

## PRIMARY AD CAMPAIGN

- Run from May 16 to October 10
- Two target audience: Families & Young Adults
- Delivered across 4 channels
  - Meta Platforms (Facebook & Instagram)
  - Programmatic Display
  - YouTube
  - TikTok (Young Adult only)



visit\_vermont  
Sponsored

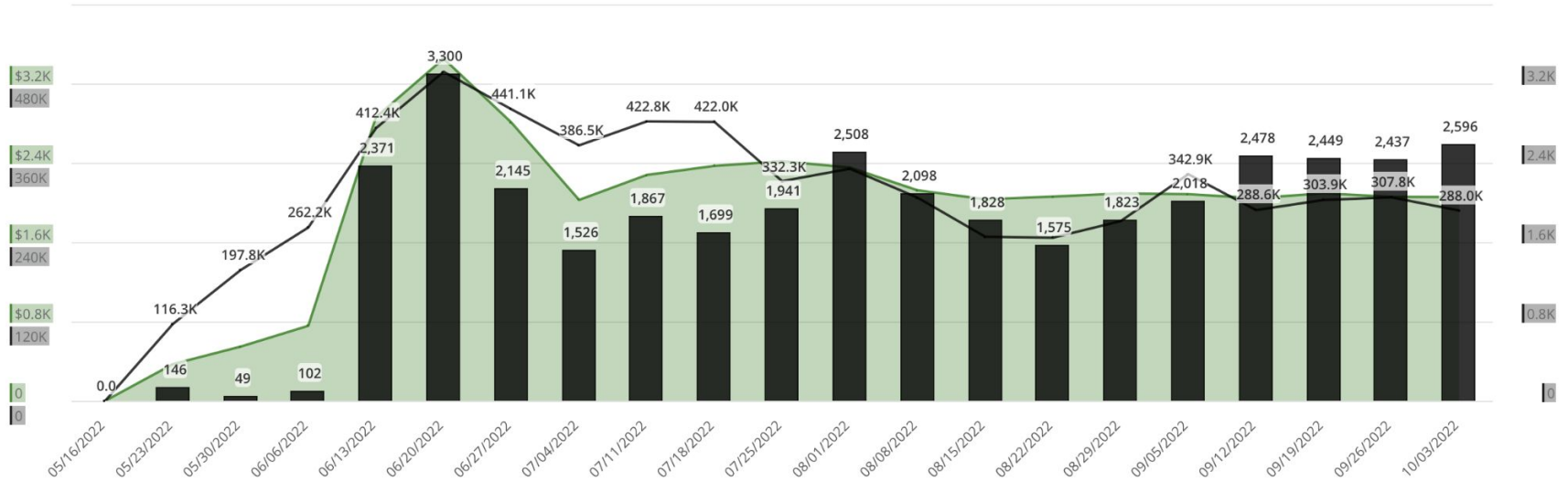




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DEERFIELD VALLEY

## Social Media - Meta Platforms + TikTok

Media Cost Impressions Clicks



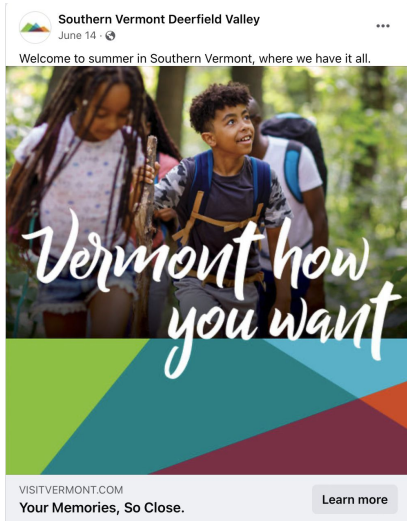
Vermont how you want



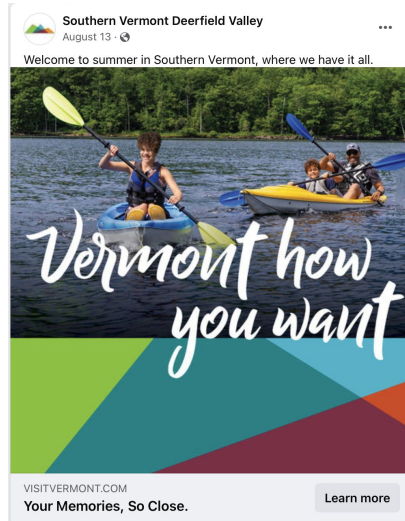
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# Meta Platforms - Run from May 16 to October 10

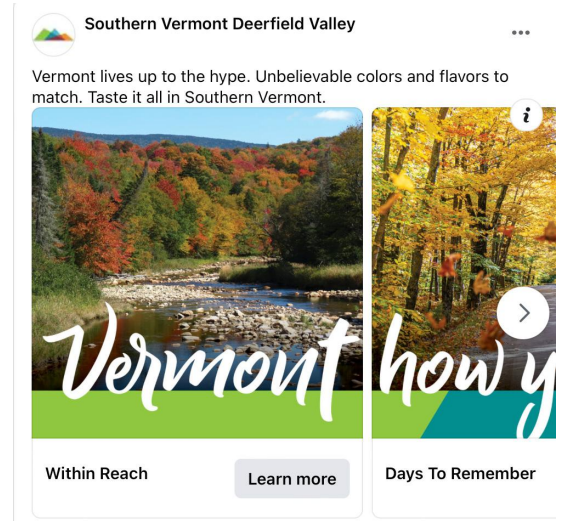
## 3 Design Changes Throughout the Summer & Fall



May 16 to Mid July  
Stock Photos



Mid July to Mid Sept  
Photos from June Shoot



Mid Sept to Oct 10  
Fall Photos from 2021





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DEERFIELD VALLEY

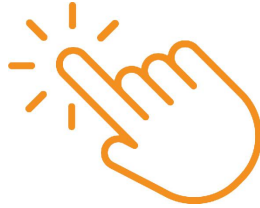
## Meta Platforms

5,808,874



Impressions

30,518



Clicks

0.53 %



Click Through  
Rate

\$1.19



Cost Per  
Click

### CTR comparisons for perspective:

Large Ski Resort Group – 0.4%

State Tourism (Different State) – 0.52%

Housing Developer – 0.44%

Fitness Center – 0.53%

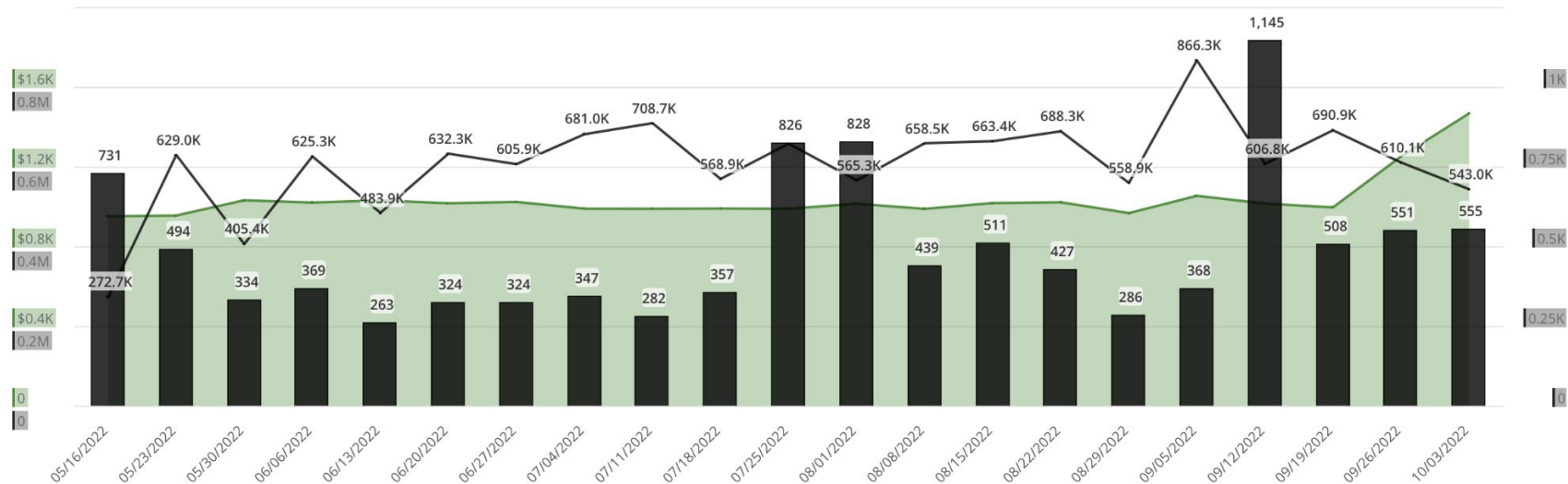
Vermont how you want



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DEERFIELD VALLEY

# Programmatic Display

Media Cost Impressions Clicks



Vermont how you want



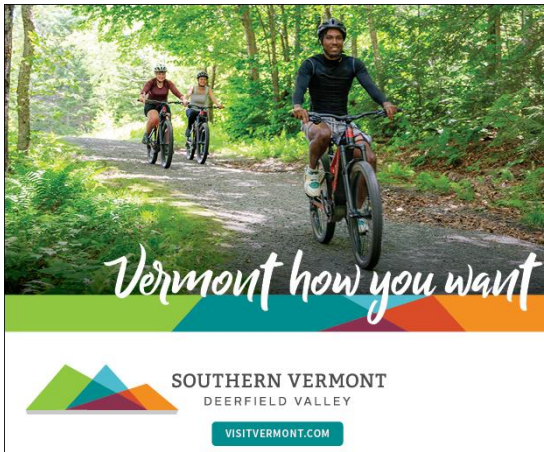
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## Programmatic Display - Run from May 16 to October 10

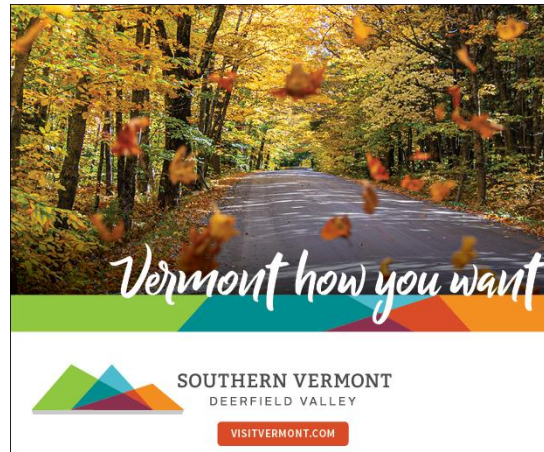
3 Design Changes Throughout the Summer & Fall



*May 16 to Mid July  
Stock Photos*



*Mid July to Mid Sept  
Photos from June Shoot*



*Mid Sept to Oct 10  
Fall Photos from 2021*

*Vermont how you want*





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## Programmatic Display

12,894,839



Impressions

10,388



Clicks

0.08 %



Click Through  
Rate

\$2.11



Cost Per  
Click

### CTR comparisons for perspective:

Large Ski Resort Group – 0.11%

State Tourism (Different State) – 0.05%

Housing Developer – 0.09%

Fitness Center – 0.07%

Vermont how you want



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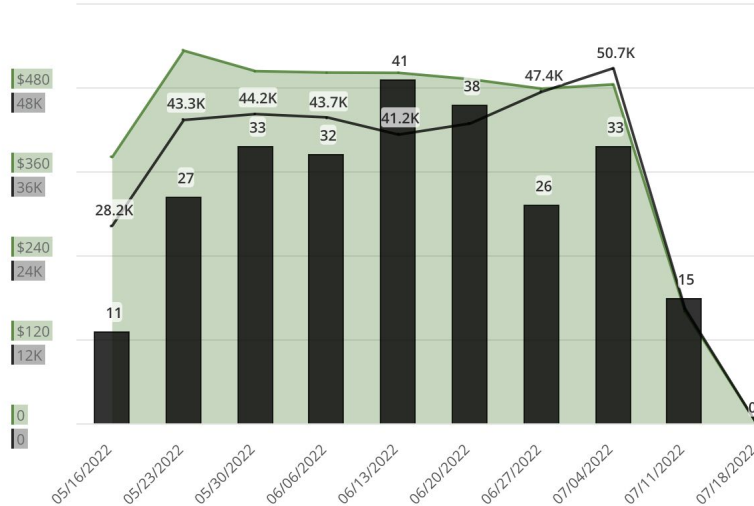
# YouTube - Run from May 16 to July 13

Test channel

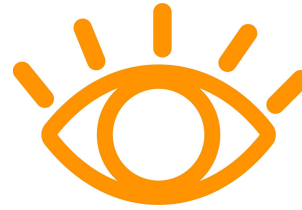
Originally scheduled to run till mid-August

Ended early and re-allocated remaining to TikTok

Media Cost Impressions Clicks

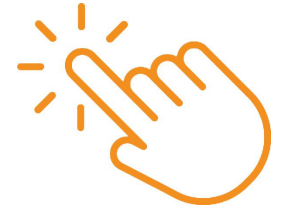


358,044



Impressions

256



Clicks

0.07 %



Click Through  
Rate

\$15.75



Cost Per  
Click

Vermont how you want



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## TikTok - Run from May 16 to August 15

Test channel

Originally scheduled to run till mid-July

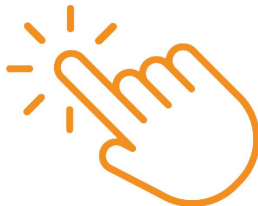
Re-allocated YouTube budget to keep going into August

653,769



Impressions

6,545



Clicks

1.00 %



Click Through  
Rate

\$0.67



Cost Per  
Click

### CTR comparisons for perspective:

Regional telecomm provider – 0.84%

State tourism (different state) – 1.06%

Large ski resort – 1.15%

Fitness center – 0.9%

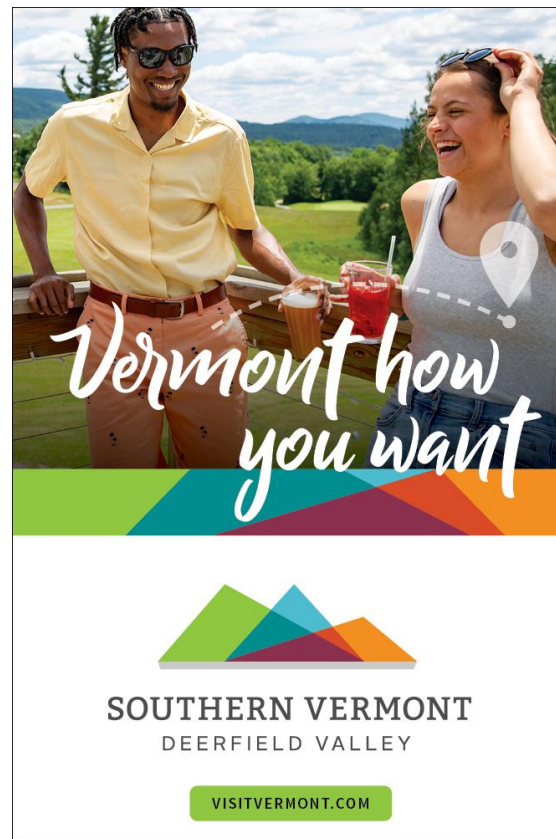
Vermont how you want



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## DAY DRIVE AD CAMPAIGN

- Run from August 1 to October 10
- Two target audience: Families & Young Adults
  - Lower income thresholds from primary campaigns in order to target underserved communities
- Delivered across 2 channels
  - Meta Platforms (Facebook & Instagram)
  - Programmatic Display



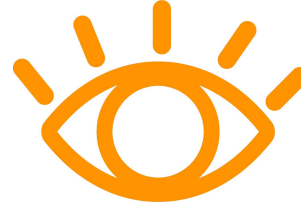
Vermont how you want



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# DAY DRIVE AD CAMPAIGN - Meta

1,030,514



Impressions

7,538



Clicks

0.73 %

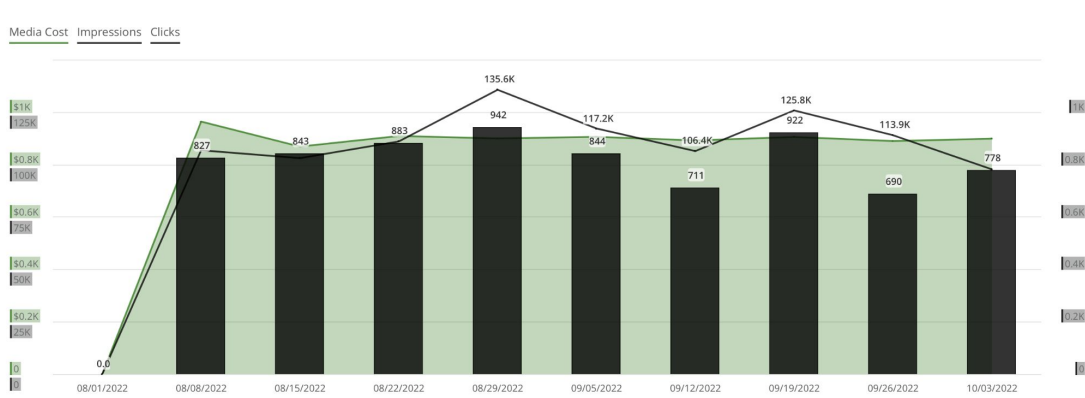


Click Through  
Rate

\$1.09



Cost Per  
Click



Vermont how you want

# DAY DRIVE AD CAMPAIGN - Meta

## Family



Vermont how you want



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## Young Adults



Vermont how you want



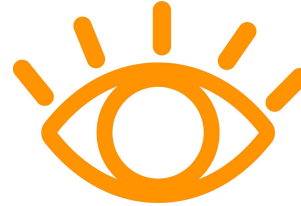
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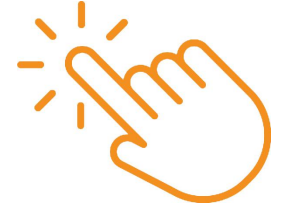
## DAY DRIVE AD CAMPAIGN - Display

3,289,715



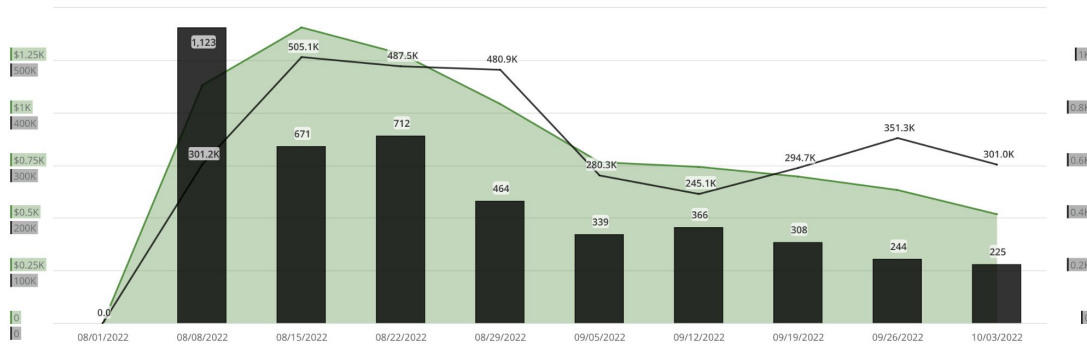
Impressions

4,489



Clicks

Media Cost Impressions Clicks



0.14 %



Click Through  
Rate

\$1.83



Cost Per  
Click

Vermont how you want



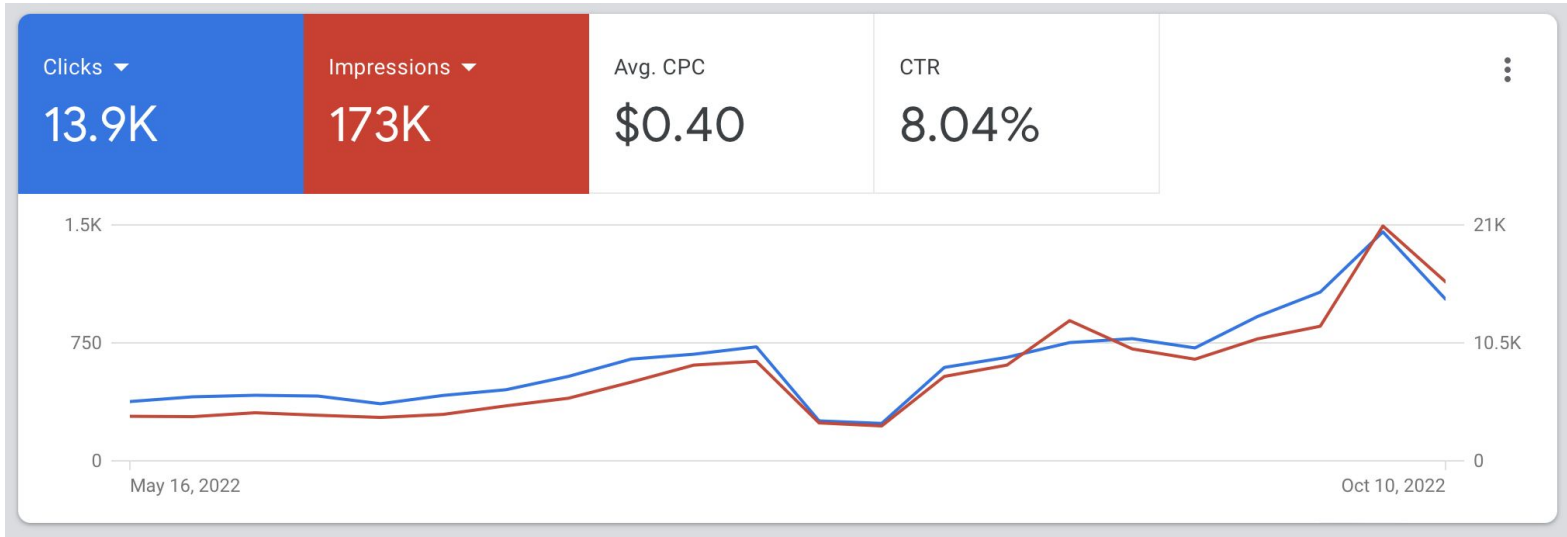
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## GOOGLE ADS

Run from May 16 and will continue through March 31

Adjusted the daily spend up in mid-July to capitalize on strong summer performance

Decline for ~2 weeks in August due to change in the conversion method



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## GOOGLE ADS - Performance By Ad Group

<input type="checkbox"/>	<input type="radio"/>	Ad group	Impr.	CTR	↓ Cost	<u>Clicks</u>
<input type="checkbox"/>	<input checked="" type="radio"/>	General Terms	67,942	10.43%	\$3,086.39	7,083
<input type="checkbox"/>	<input type="radio"/>	Leaf Peeping	48,226	7.60%	\$1,013.08	3,666
<input type="checkbox"/>	<input checked="" type="radio"/>	Vermont Hiking	18,717	6.82%	\$462.16	1,276
<input type="checkbox"/>	<input checked="" type="radio"/>	Vermont Biking	17,978	5.99%	\$435.32	1,076
<input type="checkbox"/>	<input checked="" type="radio"/>	Vermont Golf	4,656	3.65%	\$250.97	170
<input type="checkbox"/>	<input type="radio"/>	Lake Life	10,520	4.48%	\$208.44	471
<input type="checkbox"/>	<input checked="" type="radio"/>	Vermont Dining	4,757	3.26%	\$89.06	155

Vermont how you want

# Fall Foliage Tracker

Fall is one of the most magical times to visit Southern Vermont. Check back here for regular updates on the status of foliage in the area.



**Update Friday, October 7** – The Deerfield Valley is looking amazing as peak foliage quickly approaches just in time for the long weekend! While there are still some trees with their green, a vast majority of the trees have changed leaving the area full of color, and a cold snap coming tonight will only help accelerate those remaining greens to start popping. Light breezes have begun to bring down those leaves that changed early in the season giving that "raining leaves" effect as you hike through the woods. If you are contemplating a foliage drive, hike, or bike this weekend through the next week or so will be the perfect time!



- Added foliage tracker to website to provide potential guests twice weekly updates on foliage status.
- Most visited page from mid-September through mid-October



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## OVERALL CAMPAIGN PERFORMANCE - May 16 through October 10

24,208,551



Impressions

73,631



Clicks

0.30 %



Click Through  
Rate

\$1.20



Cost Per  
Click

*Vermont how you want*



## ADDITIONAL DATA POINTS



### Social Media Followers Increase

13% Increase across Meta channels



### Website Visits

213% increase YOY

50,039 visits in summer 2021 vs 156,816 in 2022



### Average Time Spent on Page

2022 National Average = 0:54 All Industries, 1:00 Travel

2022 Southern Vermont Deerfield Valley Average = 1:21

- Means people were engaged with our content, not just clicking and leaving
- Landing pages performed very well
- Lake = 2:02, Hiking = 1:54, Day Trip = 2:18, Biking = 1:52



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## Summer Photoshoot - June 29 & 30



**Total Cost = \$17,912**

**State Grant = \$11,000**

**Local Business Trade/Donations = \$5,002**

**Out of Marketing Budget = \$1,910**

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## NEW POLE BANNERS



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**THANK YOU  
FOR YOUR  
SUPPORT!**

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