

**Dover Select Board
Meeting Minutes
Dover Town Office
Tuesday, August 1, 2023**

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: 868 0044 4071

Dial in: 929 205 6099

Password: 052648

Select Board in person: Victoria Capitani, Sarah Shippee, Joe Mahon, Dan Baliotti, Scott Salway

Also, present in person: Office Manager Jeannette Eckert

Public present in person: Shannon Wheeler, Eric Durocher, Tim Jones, Randy Johnson, Mike Eldred, Mike Arbogast, Tim Dolan, Marge Thurber, Sarah Bourne, Gretchen Fagge

Public present via zoom: Travis Briggs, Michelle Pinkham

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

I. Public Comments:

Eric Durocher relayed that some phone calls came in regarding the green iron bridge on the trail; cones and signage are up to alert folks to the damage; repairs are in the works

Marge Thurber inquired about the letting go of Library Director John Flores and whether he is considered a Town employee; if so, were the proper steps taken? Does the Select board concur with the dismissal?

Scott Salway: Proper procedures were followed, minutes were taken at their meetings

Vicki Capitani: The Town is not involved in the hiring process at the Library so we are not involved in dismissal as well, Library Trustees consulted legal advice, the locks were changed at the request of the Trustees because the Town owns the building and maintains the upkeep and repairs of it

Sarah Shippee: It is not at all uncommon to have locks changed when any person who has liberal access to a building is let go

Vicki Capitani: pleased to inform all that Mike Arbogast has accepted the position of Police Chief and will step into that role when Randy Johnson retires at the end of the year. Congratulations Mike!

Congratulations to Chris Avera and Jimmy Sprague who came in 2nd in the Northeast snowplow rodeo competition; also, back in May Travis teamed up with former employee Andrew Richardson and won 1st place in snowplow competition in the State of Vermont; we have a very talented team of highway members

BDCC is looking for a board member or other town employee to champion their cause in the 'Get on Board' program to recruit and train volunteers to help in community opportunities. Please reach out to Jeannette if interested in more details

II. New Business:

A. Consider Work Request from Green Mountain Power in East Dover ROW (Tim Jones)

- Appreciate the opportunity to meet with the Board tonight
- Extremely hard winter in East Dover, Wardsboro, Townshend, Jamaica
 - VH4A line was damaged; it runs from Scott covered bridge in Townshend to North St/Jockey Hollow in E. Dover
- Townshend has given its approval; hoping Wardsboro will give its tonight
- Brattleboro supervisor has been in contact with Travis on rebuilding this line
 - Involves work on North St, Locust Heights, Jenne Rd, Holland Rd, Robbins Rd, Jockey Hollow Rd
- All overhead lines at present that run in and out of wooded areas
- Undergrounding has become a prime tool for GMP to use

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- Looking to bury as much as can be done “main line express”
- Getting the Town’s permission to do the work rather than going through Act 250 or obtaining individual easements from property owners
- Where feasible, preference is to bury the lines, in a trouble-free environment
- There will still be overhead lines
- Asking for the flexibility to bury lines toward the center of the road; endeavoring to get a 4-foot bury depth of conduit
- GMP will cover the cost of any new culverts or reinstall the existing culvert
- Any road damage would be taken care of
- Middle of the road placement is pretty safe; rebuilding the road as needed
- Working with telecommunications partners to bring this to this area
- Technology allows GMP to go underground
- Can certainly visit the sites with Travis and board members to get a better idea of the process

Comments/questions:

- Timeline? *As soon as we have permission from each Town; perfect world to be complete by October; started in Townshend already*
- Install process to bury in the road before winter is a must
- Will the property owners be notified? *Will let current owners who have provided easements know, most work will be in the Town’s limits*
- Feeder poles—allow owners to approve the placement? *Certainly, can accommodate owner’s preference; some will be served from behind or from the road*
- How many trees will be lost? These are country roads where trees are treasured
 - *This is intended to preserve trees*
 - *Being in the middle of the road avoids having to remove trees for the most part*
 - *Don’t foresee impacting the tree line*
- Digging up pavement? Timing could be problematic to replace pavement given the timing before winter
 - *Some paved sections will be involved*
 - *95% is on dirt roads but there are some paved sections*
 - *Would consider overhead on paved sections as possible*
- Travis is on board with the project as long as it doesn’t get too late in the year
- Will this underground service make a difference in losing power in East Dover which happens frequently?
 - *Will improve it; conductors will no longer be in the tree line*
 - *First lines to go underground in this area*
- Paving company is hoping to be out in September on Dover Hill Rd; rainfall has put everyone behind; will be milling not grinding
- Will these new placements on surrounding roads impact Sherman Rd where we lose power at the snap of a finger?
 - *Yes, it will be an improvement; storm hardening is our calling card*
 - *Overall reliability for improved service*
- Retirement of the overhead poles?
 - *Yes, wires will be removed; removing the poles completely or flush cut if not removed*
- Road and filter fabric along some points of these roads especially North Street to help sustain the roads; if you are going under the road—will you replace what is dug through?

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- *Yes, will replace what material is displaced*
- Is this going to incur any costs from the Town's standpoint?
 - Travis would like to be the point person; don't believe there will be any extra costs; believe the project to be worth it
- Not willing to sign the approval form tonight; need to allow for community concerns to be addressed and feedback from all who are affected by this
- Have land owners in Dover been notified yet? *Have the ability to canvass each landowner as to access*
- Impact on traffic – don't want to have a negative impact on visitors especially in leaf season; these are scenic roads
 - *That will be taken into consideration certainly*
- Drawback on underground service? Seems like it would take a lot more time to install; what if water gets in?
 - *Sealed conductor—paying for technology that's reliable; cabinets are built to prevent water getting in; can speak about it again at the next meeting*
- How will the impacted customers be contacted?
 - *Reach out by phone, email and door to door—already current customers*
- Burying lines has already been done on Woodsman Rd, you can see the conduits
- Will revisit this at the August 15th meeting
 - Encourage anyone to attend that meeting; send in questions or be present in person; really good time to ask questions
- Site visit is available if board members are interested

III. Economic Development:

A. Bi-Town Marketing Update from Tim Dolan

- Busy this year getting the word out about Deerfield Valley
- Google ads
 - \$30/day during peak ski season
 - \$20/day for March and April to save money
 - Increased to \$40/day for May through Columbus Day
 - Top Searches
 - "Things to do in Vermont"
 - Over 14,000 clicks that bring them to the website
- Digital campaign phases and media buy
 - Phase 1—April 10 to June 11
 - Meta only: family and young adult segments
 - Phase 2—June 12 to July 23
 - Meta expanded to test market in NJ and Philadelphia
 - Kids just out of school
 - Summer picnics, out on the water more, ice cream, biking, hiking
 - Phase 3--July 24 to Sept 3
 - Increased meta by \$6000 and Tik Tok by \$15,000 across phase 3 and 4 due to cost savings in other projects bringing total media buy to \$77,500
 - Meta family and young adult segments; cooling off, paddling sports
 - Facebook algorithms go through a learning phase; overlapping phases
 - Tik Tok and Instagram reel ads
- Overall ad campaign wise
 - 12,031,351 impressions

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- 29,448 clicks, additional people to the website
- .24% click through rate
- \$1.39 cost per click
- Satisfied with the results
- 2023 media ad campaign projections vs 2022
 - Media ad budgets
 - Budgeted \$70,000 in 2022 which does not include additional \$16,500 spent from state grant
 - Current 2023 spend is \$40,796 with a total budget of \$77,500
 - 52.6% of budget spent
 - 10.7% higher media ad budget than 2022
 - Impressions were up 16%
 - Clicks up by 17.2%
 - Hope to continue on this trend
- Other initiatives
 - Guilford Welcome Center
 - Rack card made in house and placed on shelves from June 1 thru Oct 31
 - Display case for month of July—highlighting coming events
 - Sees over 4000 visitors for summer
 - Visitvermont.com training
 - Focused on educating employees about www.visitvermont.com
 - Created a video for employees to watch featuring video from last summer and messaging centering on visitvermont.com
 - 19 businesses participated
 - Over 150 employees viewed movie and are hopefully sharing that news with guests
 - Save ~\$2500 by producing in-house
 - Worked with Island Jet Ski offering an afternoon on the pontoon boat on the reservoir
 - 2023 YTD website visitors vs 2022
 - January 1 thru July 30
 - 30.3% higher in overall pageviews than 2022
- Every platform is different which gives the timeline that people are watching (Tik Tok only) Facebook ads are static; both percentages are up
- Creating itineraries is on the list; young adult versus family activities
- There is a ton to do here; need to spread the word

IV. Local Liquor Control:

On a motion by Sarah Shippee, seconded by Dan Baliotti, the Board unanimously agreed to recess as Dover Select board and convene as local liquor control

On a motion by Sarah Shippee, seconded by Dan Baliotti, the Board unanimously approved the following:

A. Special Event Permit for Putney Mountain Winery for Sept 23, Wine & Harvest

On a motion by Sarah Shippee, seconded by Dan Baliotti, the Board unanimously agreed to adjourn as local liquor control and reconvene as Dover Select board

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V. Consent Agenda:

- A. Approve the Minutes of July 18, 2023
On a motion by Sarah Shippee, seconded by Dan Baliotti, the Board unanimously approved the minutes of July 18, 2023

- B. Approve the Warrants of July 22, 2023 for \$255,208.15
On a motion by Sarah Shippee, seconded by Dan Baliotti, the Board unanimously approved the warrants of July 22, 2023

VI. FYI:

- A. Concerts in the Park:
 - . Jacksonville Blues Band Aug 6 at 2pm
 - . Wyld Nightz Aug 9 at 6pm
 - . Social Medication Aug 13 at 2pm
- B. Trails and Rec Committee August 8 at 6:30pm—may be deferred if there are no agenda items
- C. Planning Commission August 14 at 6:30pm

VII. Liaison Reports: none

VIII. Executive Session as needed: none

IX. Adjournment at 7:33pm by Chair Capitani

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