

**Dover Select Board
Meeting Minutes
Dover Town Office
Tuesday, November 21, 2023**

These minutes are not official until approved by the Dover Select board

Zoom sign in details below:

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 via zoom: Victoria Capitani, Joe Mahon, Scott Salway, Dan Baliotti*arrived at 6:40pm

Select Board absent: Sarah Shippee

Also present via zoom: Office Manager Jeannette Eckert

Public present in person: Andy McLean

Public present via zoom: Tabi Freedman, Travis Briggs, Mike Eldred, Jim McDevitt, Patrick LaGrange, Eric Durocher, Randy Johnson, Michael Garber, Mike Arbogast, Michelle Pinkham, Tom Oakley, Shannon Wheeler, Tim Dolan, Bethaney LaClair, Ryck Morales

Regular Meeting Called to Order at 6:31pm by Chair Capitani

Vicki announced that this meeting is solely via zoom tonight due to some Covid illness in Town and didn't want to risk any others getting sick just before the Thanksgiving holiday. Please be sure to raise your hand if you would like to speak

- I. **Public Comments:** Vicki announced one change to the agenda. Will not be swearing in Mike Arbogast tonight but will happen at the next meeting.
- II. **Police:** Cancelled due to illness
 - A. ~~Swearing in of New Police Chief Mike Arbogast~~
- III. **Health Officer:**
 - A. Consider Reappointment of Richard Werner as Deputy Health Officer
 - Richard informed Jeannette that he was willing to accept for the next term but after that would like to turn it over to someone else
 - Tabi Freedman thanked Richard for his service in this position and consenting to be available for the next term; appreciate his willingness to be a back up

On a motion by Joe Mahon, seconded by Scott Salway, the Board unanimously agreed to reappoint Richard Werner as Deputy Health Officer

- IV. **Highway:** Travis Briggs
 - A. Reinstallation of Guard Rail on Handle Road
 - Three accidents in this area by the Hermitage Inn's covered bridge
 - Hermitage Inn has been consulted
 - Continue rail and connect it to the bridge
 - Pricing from Lafayette \$10,745
 - Came down and walked the sites with Travis and came up with a plan
 - Advised to put in taller posts on Goose City
 - Recommend going with this company
 - Road Crew can do the flagging
 - Did the work on Dover Hill previously
 - Early December timeline
 - Can combine the expense in Road construction line item
 - Will not fit in guard rail line item
 - Insurance refund should have been put back in budget

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- Last minute quote from Vermont Recreational \$8,887
 - Went off Travis's measurements and photos
 - Before Christmas timeline
 - Used years ago when Travis first started
- B. Other Guard Rail Repairs in Town
 - The above quotes include work to be done on Goose City Rd and Dover Hill at Capt. Copeland

On a motion by Scott Salway, seconded by Joe Mahon, the Board unanimously approved the quote from Lafayette for \$10,745.00 for early December

V. New Business:

- A. Presentation by Ryck Morales on Small Business Assoc. Assistance Updates
 - Thanks for the opportunity; from Puerto Rico, been in Vermont since July 2023
 - Working with Office of Disaster Assistance and are still on the ground
 - Working with FEMA and USDA alongside SBA
 - Some programs have expired but there are still programs available for businesses
 - Been to many towns in Vermont to inform them about programs and reach as many people as possible
 - Helps small businesses, residents, and renters
 - Recovery Centers were from FEMA and are closed permanently
 - People can still apply online through www.SBA.gov which is the only alternative or via the 800-phone number
 - Will be sending more flyers with information on the flooding damage which occurred during July 7 to 21, 2023 and the application process
 - Economic damages are extended to April 2024 - needs to be related to the past flooding – only for businesses or some non-profits to keep them going
 - Homeowners or renters don't qualify—if denied by FEMA can apply through SBA
 - Some people get discouraged with SBA because it is not grants but they need to follow & complete the procedures through the Federal agencies
 - Businesses – insurance claims may be recouped faster through the SBA
 - One year to be proactive in the process to find other resources with the State, other non-profits, or agencies
 - For people in need with lack of resources; Long term recovery with low interest rates
 - Approved over \$26million through SBA and will be here a few more weeks to share information and help people

Comments:

- Dover was lucky not having the flooding damage that other Vermont towns saw
 - Appreciate Ryck coming and presenting information—will make sure it is available
 - B. Deerfield Valley Stump Jumpers - Horace Hill Trail – Concerns (Mike Garber)
 - Thanks to the Board for giving the Stump Jumpers access to the Horace Hill trail
 - Told that the trail would be improved as a viable trail for snowmobiles
 - A. Don't feel that promise was fulfilled
 - Stump Jumpers suggest walking the trail with Eric and another reputable person (not the people working on the trail right now) to assess the work that still needs to be done
 - Want it at the Board level, not ED level as it has not worked in the past
- Vicki: Work was done on Hathaway trail at the Town level and that didn't work very well

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- Unfair comment, trail was fixed within a day after the complaint came in
- Fixed the trail on Hathaway Trail on the Stump Jumpers dime
- Material was brought in, Travis helped and the problem was rectified

Scott: are you suggesting it is too late to fix this year until the spring; Stump Jumpers and or another person can walk the trail?

- Stump Jumpers would like to walk the trail with Eric and Travis (someone that can both be agreed upon)

Eric: Work done on the trail was exactly what was outlined in the RFP

- Work on drainage, remove downed trees and level out
- This work was completed
- RFP was for the trail first; snowmobiles second
- Additional improvements can be considered
- Is there possibility of Grants in Aid for this project?
- Money spent \$16,000 to \$17,000 deep in snowmobile trails
- Would like to have a viable trail; apologies if the work wasn't done
- Nothing was budgeted for snowmobiles

Mike:

- Not asking for money
- Never any meeting of the minds with Brook
- There were problems, not going the way Stump Jumpers saw fit
- Move forward for now but next spring can make decisions
- Depended on work being done but it wasn't

Andy:

- Widening roads only making people go faster
- Walked Horace Hill today, fantastic project; seemed like the snowmobile trail was in good shape although narrow and winding but had areas where they could pull off to let others go by; prevents snowmobiles from going too fast
- Professional advice on the improvements would be good to get

Mike: Andy, did you notice any improvements done?

- Rocks had been removed; work had been done for sure
- Would like to point out the deficiencies in the spring; could walk it with Andy as well

Tom:

- Don't know much about snowmobile trails
- Trails subcommittee that meets once a month
- Horace Hill was a big deal and a lot of discussion was had by committee members
- Before RFP went out, collectively expressed involvement in it
- Professional expert was hired
- Decision was made that committee would be cut out from there
- Have not had a chance to walk the trails
- Having checks and balances within the trails committee might not have been a bad idea; consider for future

Consensus is that Travis, Eric, and Andy can work with Mike on these concerns and walk the trails in the spring; Board members are welcome to join in

VI. Economic Development:

- A. Bi Town Marketing Budget/Request for Funds (presentation by Tim Dolan)
- Presented to Wilmington earlier tonight and request was approved
 - Update on how the year is ending up

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- Fall foliage photo shoots
 - Biking at Horace Hill
 - Hiking and Biking at Crosstown Trails
 - Scenic chair lift rides at Mt Snow
 - Outdoor dining at Valley Craft Ales
- Google ads
 - \$30/day during peak ski season up until March 1
 - \$20/day for March & April
 - Increased for May thru Oct 15 to \$40/day to push tourism
 - Huge jump from Sept 1 to Oct 15
 - Leaf peeping segment very strong this fall
 - 25.5K clicks, 339K impressions
- Phase 4 Family Meta ads, young adult Meta ads, TikTok & Instagram reels ads
 - Vermont how you want
 - Stock photos of hiking trails; scenic and biking shots
 - Fall photo shoot will now bring in authentic shots going forward
 - Overall happy with the ad campaign
 - 23,269,549 in impressions—very close to what was projected
 - 54,949 in click throughs—very close to target
 - Valuable feedback from media team
- 2022 versus 2023
 - \$70,000 in budget for 2022
 - \$77,500 for 2023
 - Impressions up by 18%
 - More efficient with the campaign over last year
- Vermont GROW Program was applied for along with the Chamber
 - \$2million grant program
 - Applied for \$100,000
 - Offered a partial award of \$38,400 for a 2-year period
 - Will finalize details next week
 - Grant proposal includes:
 - Mixers to connect new, potential, and current residents with local businesses (Bethaney at the Chamber does a great job on these)
 - Social media spotlight on area employees
 - Photography and video
 - Digital advertising: Work where you play campaign
- **FY24 budget proposal:**
- Staffing
 - Cost of living increases for Marketing Director
 - Create a Content Creator position
- Professional Fees
 - Vermont How You Want has been used for 4 years
 - Increase to Campaign Creative—want to stay ahead of that and have fresh content
 - Website redevelopment & maintenance
 - Photo and Video will be combined into one category
 - Plan to do a large summer shoot and smaller fall shoot to carry the next 8 to 10 phases of the campaign
 - Chamber admin increase due to larger workload for them

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- Digital advertising
 - Increasing media buy
 - Organic social and influencers remain the same
 - Increasing SEO to allow for higher spend during high demand fall season
- IT
 - AirDNA and Geofencing see the biggest increase
 - Allow tracking people who physically enter or book an AirBnB/VRBO
 - Next layer of data to help measure the effectiveness of the marketing campaign
 - Email add ons on to WordPress site
 - Webcams set up in strategic locations in the area for snowfall & foliage
- Printing
 - Went down in budget numbers
 - Create similar program to visitvermont.com initiative
 - Guilford Welcome Center—covers rack card space as well as printing
- Total budget of \$220,821 minus carryover from FY23 = \$215,096 divided by two
 - Total ask per town of \$107,548
 - Wilmington approved its portion tonight
- Letters of Support—businesses seeing increased levels in tourism
 - Chapmans Antiques
 - Janine’s home and style boutique

Eric: great plan moving forward; fiscally responsible, great job of snagging funding from the State; everything is trending in the right direction and in full support of this recommendation

Scott: great job on getting that grant; data on Dover businesses representation, is that available?

Tim: definitely a group effort between towns; not always 50/50 but cognizant of the fact; Can look into it more with the geofencing to obtain more data on that

On a motion by Joe Mahon, seconded by Scott Salway, the Board unanimously agreed to fund the Bi Town Marketing budget in the amount of \$107,548

VII. Local Liquor Control:

On a motion by Scott Salway, seconded by Joe Mahon, the Board unanimously agreed to recess as Dover Select board and convene as local liquor control

On a motion by Joe Mahon, seconded by Scott Salway, the Board unanimously approved the following:

- A. First Class License for Southern Vt Hospitality d/b/a Black Diamond Bar & Grill

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

VIII. Consent Agenda:

- A. Approve the Minutes of November 7, 2023

On a motion by Scott Salway, seconded by Joe Mahon, the Board unanimously approved the minutes of November 7, 2023

- B. Approve the Warrants of November 11, 2023 for \$7,241,880.91

On a motion by Vicki Capitani, seconded by Dan Baliotti, the Board voted to approve the warrants pending a third board member is able to review them (Note: Joe Mahon reviewed in the office Wednesday; Sarah & Scott reviewed scans via email – all approved)

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IX. FYI:

- A. Budget Meeting Nov 29 at 1pm
- B. Board of Abatement meeting Nov 29 at 4:30pm
- C. Dover Holiday Craft Fair Dec 9 at Dover Town Hall, 9:30 to 3
- D. Planning Commission meets Nov 27 & Dec 11 at 6:30pm
- E. Trails and Rec Committee meets Dec 12 at 6:30pm

X. Liaison Reports: none

XI. Executive Session for Personnel at Joe Mahon's request

On a motion by Joe Mahon, seconded by Scott Salway, the Board agreed to move into Executive Session at 7:46pm

Present: Vicki Capitani, Joe Mahon, Dan Baliotti, Scott Salway, Jeannette Eckert

By unanimous consent the Board moved out of Executive Session at 7:51pm when it was determined that the topic of transfer station passes/punch cards was not Executive Session material.

No action was taken

XII. Adjournment at 7:52pm

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