

**WOODSTOCK ECONOMIC DEVELOPMENT COMMISSION**

**DRAFT MINUTES**

<b>DATE:</b> Thursday, September 3 <sup>rd</sup> , 2015		<b>TIME:</b> 7:00 – 8:40 p.m.	<b>PLACE:</b> Woodstock Town Hall meeting room (upstairs)
<b>MEMBERS PRESENT:</b> Gail Childs, Matt Stover, Nick Ferro, Joe DiNatale, Charlie Kimbell, Tom Weschler, Keith Anderson, Barry Milstone, James Zilian – A FULL HOUSE Guests: Jeff Kahn, Retailer, Village Trustee			
<b>AGENDA ITEM</b>		<b>DECISIONS</b>	
1. Review Minutes of Last Meeting		Tom Weschler moved that the minutes of the August 27 <sup>th</sup> meeting be approved. Joe DiNatale seconded. James Zilian asked for clarification on a point. Minutes were accepted by a voice vote.	
2. Citizen Comments		Jeff Kahn asked to address the EDC at the beginning of the meeting. He voiced his support for bringing more visitors to Woodstock during the slow season, particularly during January-March and May, and to develop a brochure promoting living and working in Woodstock.	
3. Affirm strategic goals agreed to at the previous meeting. .		The group quickly confirmed the strategic goals of the 8/27 meeting and agreed to the metrics as described.	
1. Committee Reports		<p>1. Community Projects: Barry Milstone reported on a meeting regarding Community Projects held on Monday, August 31<sup>st</sup>. Some commission members contributed via email in advance. Gail Childs participated in the meeting. They presented the criteria by which community project could be evaluated for EDC efforts and funding:</p> <p>Will the proposed project:</p> <ul style="list-style-type: none"> <li>a. Improve the quality of life for all residents and visitors?</li> <li>b. Enhance the beauty of the town?</li> <li>c. Contribute to the economic vitality of the town?</li> <li>d. Attract new residents?</li> <li>e. Fall within the Options Tax budget?</li> <li>f. Be self sustaining, or receive other funding?</li> <li>g. Engender support of EDC and the community?</li> </ul> <p>After a lively discussion of the projects suggested, the commission agreed to pursue the following projects:</p> <ul style="list-style-type: none"> <li>Town Signs – Erect “Welcome to Woodstock” signs on the eastern and western boundaries of the town along Route 4. Gail Childs to obtain initial estimates.</li> <li>Village Parking – Pursue different parking solutions for the village to create a more welcoming atmosphere. Barry Milstone to pursue.</li> <li>Bicycling and Walking Routes – Establish more bicycling lanes or pedestrian lanes.</li> </ul>	

	<p>Keith Anderson expressed interest in pursuing this.          Telecommunications – High Speed Internet – Bring faster internet to homes and businesses in Woodstock. Joe DiNatale volunteered to pursue.</p> <ol style="list-style-type: none"> <li>2. Public Relations: Keith Anderson presented The Woodstock EDC PR Strategy; 2016 Proposed Scope of Work. This would be the basis of an RFP. Keith fielded questions from commission members as to how to direct and manage a PR Firm. He is working to arrange a meeting with two PR professionals at the end of September. After the meeting the commission can formalize an RFP for PR firms to consider.</li> <li>3. Community Liasing: Tom Weschler and Joe DiNatale reported on their meeting with Beth Finlayson and Cathy Avellino from the Chamber of Commerce. The Chamber is willing to work in partnership in converting visitors to residents, enabling a link from the Chamber site to a landing page that the EDC would create and manage. Tom has an architecture in mind. Charlie stressed that we need to reach out to other community groups as well, including the Non-Profit network and Senior Center, et al. Matt Stover offered to create the landing page and related web assets, utilizing the resources of his consulting firm.</li> <li>4. Fund special events to bring new visitors to town. Nick Ferro reported on conversations with merchants and innkeepers in town. They supported the concept of new events in town. Nick stated that he wanted to pursue possible events for the shoulder seasons.</li> <li>5. Convert prospective residents. Matt Stover presented a conceptual framework for converting visitors into residents. There was overlap with the presentation by Tom and Joe DiNatale above. The three agreed to work together on content creation.</li> </ol>
<p>4. Establish Rules of Order for Meeting.</p>	<p>Charlie conferred with the commission about the need to have more structure to the meetings for productivity sake as well as allow for orderly participation by those attending the public meeting.</p>
<p>5. Adjournment</p>	<p>Meeting adjourned at 8:40pm.</p>
<p><b>ACTION ITEMS Keith Anderson to schedule meeting with PR guys.</b></p>	
<p><b>Next EDC Meeting: Thursday, September 24th, 2015.</b></p>	