

Woodstock Economic Development Commission

12/03/2015 Meeting  
Town Hall, Woodstock, Vermont

MINUTES

1. Call to Order: 7:05pm  
Commissioners Present: Joe DiNatale, Matt Stover, Keith Anderson, Tom Weschler, Nick Ferro, Charlie Kimbell. Absent: Gail Childs, Barry Milstone, James Zilian  
Public: Sally Miller, Jeff Zayas, Jackie Fisher, Carol Cunningham, Beth Finlayson.
2. Citizen Comments: Jackie Fisher initiated a discussion about formalizing the role of the Woodstock Council in order to give the Commission a more dedicated group of supporters and source of input.
3. Approval of Minutes of 11/5 meeting: Moved by Tom Weschler, seconded by Joe DiNatale, the minutes were approved on a voice vote.
4. Lead Conversion:
  - a. Matt Stover discussed the initiative to accomplish in the next month about setting up the lead registration page as an extension of the Chamber website. It was clarified that this was not a separate website at this point, but a marketing tool to help with converting interested web-site visitors to active prospects. Matt to follow up with Beth Finlayson at the Chamber of Commerce.
  - b. Ambassador's Group: Charlie Kimbell presented a proposal to form a network of community members who could act as touch points for people interested in relocating to Woodstock. Matt Stover recommended removing the requirements for an ambassador in the proposal so as not to limit it. It was moved and seconded to pursue the formation of the Ambassador's Group immediately according to the following:

*Purpose: Create a network of individuals who are ready, willing and able to meet with prospective residents and business owners to provide information and insight about living or running a business in Woodstock.*

*Description:*

*Ambassadors represent a diverse, cross section of the Woodstock community, including the public school system, cultural organizations, religious groups, small business owners, health organizations, town government, non-profit groups.*

5. Special Meeting to Create the Community and Economic Development Fund, 12/15: The commission discussed the purpose of the meeting and the need to encourage supporters of the economic development initiative to go to the meeting to support it. Jeff Zayas asked what would happen if it was not approved. Charlie responded that it was likely that nothing would change but the creation of the fund made it a lot cleaner to separate the funds and account for them separately.
6. Funding Requests:

It was pointed out that the applications that were posted to the town website had a due date of 12/15, so any discussions of the merits of funding applications would have to wait until then. Charlie presented the idea of funding a contractor position to demonstrate demand for the one gig initiative. A discussion ensued about the merits of this initiative without a clear plan from a telco as to what they need to invest in the creation of a fiber optic network. The commissioners agreed to pursue both strategies in concept, but funding for that type of position would have to be voted upon at the meeting to review funding requests.

Public Relations: Keith Anderson said that he would disseminate the RFP for public relations firms to a wide audience so as to solicit as much interest and diversity of responses as possible.

7. Other:

Revenues received in November for the 1% local options tax totaled \$74,876.82. Those funds are currently in a general account of the town.

Joe DiNatale and Charlie Kimbell reported on a meeting with Rob Megnin, Marketing Director for Killington and Pico Resorts, Amy Morrison the Director of the Killington Pico Area Association, Beth Finlayson of the Woodstock Chamber of Commerce, and Courtney Lowe, Marketing Director for the Woodstock Resort.

8. Adjournment: 8:35pm