

Woodstock Economic Development Commission

5/5/2016 Meeting 7:00pm – 8:30pm

Town Hall, Woodstock, Vermont

MINUTES

1. Call to order: 7:03pm. Commissioners in attendance: Nick Ferro, Gail Childs, Joe DiNatale, James Zillian, Charlie Kimbell, Keith Anderson, Barry Milstone. Absent: Tom Weschler, Matt Stover.
2. Public Relations Contract with Warner Communications. This agenda item was taken out of order to accommodate representatives from Warner Communications who phoned into the meeting.

With approval from the selectboard in hand, the contract start date to be set at 6/1/2015, with the Warner BrandVoice session to happen soon thereafter. Carin Warner asked that we put together a list of 10-12 stakeholders to participate in the meeting. Keith Anderson asked them to submit some dates for that session. Next step is to review the contract with Phil Swanson.

The EDC discussed possible participants who could represent different areas suggested by Warner, including housing, education, downtown merchants, etc... Charlie volunteered to compile the list of names discussed and circulate it amongst the members to solicit greater input and to give the members not in attendance a chance to contribute.

3. Approval of Minutes: Kimbell suggested that 4/19 draft be changed to say “Minutes” and not “Agenda”. The minutes as amended for 4/19 and as presented for 4/7 were moved by Joe DiNatale and seconded by Barry Milstone and accepted by voice vote.
4. Updates on Existing Initiatives:
 - a. Telecommunications: Joe reported that the subcommittee was meeting with Fairpoint on 5/10 and they will report more after the meeting.
 - b. Signs. Gail Childs presented a revised proposal from Hartland Sign and Barry Milstone presented a proposal from Dave Dugdale. After discussion, it was moved and seconded that the EDC recommend to the Selectboard at its 5/17 meeting that \$5,000 be allocated to establish Welcome to Woodstock signs at the east and west ends of the town, reusing the existing sign on Route 4 east. The motion was approved by voice vote.
 - c. Relations with community organizations. General discussion about the need to include other organizations in discussions about branding, marketing and different initiatives.
5. Grant Applications. The next funding round is to open immediately with applications due before the next EDC meeting in June, to be discussed and deliberated at the July meeting for presentation to the selectboard at the July meeting. Charlie to approach Lynn Beach in the

town office about establishing a better process of accepting applications and administering the distribution of funds once approved.

6. Motion to adjourn: 8:30pm.