WOODSTOCK ECONOMIC DEVELOPMENT COMMISION MINUTES

DATE: Wednesday, July 15, 2015	**TIME:** 7:00 – 8:30 p.m.	**PLACE:** Woodstock Town Hall meeting room (upstairs)

MEMBERS PRESENT: Nick Ferro, Tom Weschler, Barry Milstone, Gail Childs, Matt Stover, Joe DiNatale, James Zillian, Charlie Kimbell. NOT PRESENT: Phil Camp, Keith Anderson

AGENDA ITEM	DECISIONS
1. Introductions	James Zillian introduced himself to the commission as this was his first meeting.
2. Minutes of 7/9/2015.	Tom Weschler moved that we approve the minutes as presented. Joe DiNatale seconded the motion. The minutes were approved on a voice vote.
3. Goals and Objectives	Kimbell asked members of the commission to share the specific goals and objectives they identified individually following the last meeting. At that meeting it was decided that our two strategic objectives were to increase tourism and to increase the full time resident population. Tom Weschler challenged the objective about increasing tourism. Barry Milstone wanted to qualify the objective around tourism to include a qualitative measure to "optimize" tourism. It was agreed that Woodstock does not want to increase the bus tour tourism in which the visitors do not establish any connection to the area, nor are they likely to patronize the local establishments in any meaningful way. The group agreed that we want to attract those people who are most likely to engage, to develop connections and ties to the area and who will spend money and consider Woodstock as a place to live and do business. A free ranging discussion followed about developing "the stick," loosely defined as both creating a way for visitors to learn more about living in Woodstock and also devoting part of the revenues from the options tax to developing and improving community resources that make Woodstock a desireable place to live. Further discussion around the tactics that may be employed to achieve one of more of the objectives, including working with a PR firm to help tell Woodstock's story to broader audience and looking towards the activities that already exist or ones that could be created.
4. Other Business	Joe DiNatale entered a motion that the EDC adopt the phrase "Why Woodstock?" when evaluating different initiatives. The motion was seconded and passed by a voice vote.
Next Steps	The commission agreed to meet again on 8/6 to work again on identifying more specific goals and objectives to inform the metrics we establish to measure success and the tactics to employ to get there. Kimbell asked the commission to consider the community projects undertaken in the recent past that made a meaningful contribution

	to the quality of life in town.
ACTION ITEMS: Generate list of goals and objectives, identify the metrics to evaluate success in the short and long term, identify list of worthy community projects, identify community projects that have meaningfully contributed to the quality of life.	
Next EDC Meeting: 8/6/2015, 7pm	