

Woodstock Economic Development Commission

4/19/2016 Meeting 7:00pm – 8:00pm

Town Hall, Woodstock, Vermont

AGENDA

1. Call to order: 7:09pm. Commissioners in attendance: Nick Ferro, Tom Weschler, Gail Childs, Joe DiNatale, James Zillian, Charlie Kimbell. By telephone: Matt Stover, Barry Milstone, Keith Anderson (at the end of meeting).
2. Public Relations Contract:
 - a. Matt Stover reported on the responses to follow up questions to the two leading firms, People Doing Good and Warner Communications.
 - b. Commissioners shared their opinions about the relative qualifications of the two leading firms. After a spirited discussion about the ability of a PR effort to meet the overall objectives of the EDC, Tom Weschler moved and Gail Childs seconded a motion to select Warner Communications as the PR Firm with a budget of up to \$70,000. They accepted and modified a friendly amendment offered by Charlie Kimbell that read as follows:

Contingent upon the receipt of good references from former and existing clients of Warner Communications, the EDC requests that \$70,000 be allocated from the Woodstock Economic Development Fund to achieve the objectives as outlined in the RFP for Public Relations Services and to fund the following expenses: Up to \$60,000 in contracted public relations services from Warner Communications for a one year period beginning May 1st, 2016, and Up to \$10,000 for related expenses such as collateral production (video production, brochure printing, etc...) and travel and related expenses to meet the objectives as outlined in the RFP.
 - c. Creation of a PR Committee of the EDC. Several members, including Matt Stover, Barry Milstone, Gail Childs, Keith Anderson and Charlie Kimbell, expressed interest in serving on a committee to work with the PR firm.
 - d. Presentation to the Selectboard on 4/26 at 6pm. Keith Anderson and Charlie Kimbell agreed to prepare a presentation to the selectboard.
3. Other business: Gail Childs said that she was going to meet with the company who presented a quote for “Welcome to Woodstock” signs. The commission discussed the need to invite some other community members to get buy in on the design and siting of the signs.
4. Adjournment. 8pm.