

**Town of Woodstock
Economic Development Commission
October 6, 2016
Town Hall, Woodstock, Vermont**

**REGULAR MEETING
MINUTES**

- I. Call to Order: 7:03pm.
EDC Members Present: Joe DiNatale, Gail Childs, Barry Milstone, Tom Weschler, Charlie Kimbell, Nick Ferro. EDC Members Absent: Keith Anderson, Matt Stover.
Public Attendance: 15+ members of the Chamber of Commerce

- II. Citizen Comments: The Woodstock Chamber of Commerce, represented by Beth Finlayson and Gary Thulander, with many members present at the meeting, requested that the EDC consider their application for \$10,500 in television advertising for the holiday season, 11/14-12/25. The application was submitted to the EDC on 10/5 and had not been distributed to the members prior to the meeting, as it was to be taken up in the November meeting. There was considerable discussion about the purpose of the EDC funds, the alignment with the request to promote the area, its timing with the Women's World Cup at Killington. Tom Weschler moved that the EDC approve 60% of the request. Nick Ferro seconded the motion. After additional discussion, a motion was made to table the request so that the commission could have more time to review the application. The motion to table was seconded and was approved by a majority voice vote. A time was set to review the motion on Wednesday, 10/12/2016 at 7pm. EDC members requested the following information to review the request: the original application, the anticipated audience/viewership, agreement to give the town the copyrights to the 30 second advertising spot, an overall marketing plan for the Chamber of Commerce and where the EDC will be requested to contribute funds, assurances that the entire town will be covered in the advertising, not just the Village or specific entities.

- III. Approval of Minutes: Tom Weschler moved and Joe DiNatale seconded that minutes for the 9/1 and 9/28 meetings be approved. The motion was approved on voice vote.

- IV. Updates on initiatives:
 - a. PR report from Warner Communications was discussed. Commissioners expressed interest in having firmer metrics of the success of the PR efforts presented on a monthly basis. Discussion ensued about the need to have one website for all activities, including those of the Chamber and the PR firm. It was agreed to have one meeting devoted to that subject upon the return of Keith Anderson and Matt Stover.
 - b. East End Developer Package: An official unveiling of the work of the consulting firm is scheduled for 11/17 at an event to be held at the Woodstock Inn, with all past and potential developers invited to the event. The PR firm will be involved in publicizing the content of the report.

- V. Signs: Gail reported on the difficulty in locating the sign in West Woodstock. It was moved by Barry Milstone and seconded by Tom Weschler to engage Hartland Sign to create the sign for the east end of Route 4 and install it in Taftsville. The motion was passed on a voice vote. Gail committed to getting Hartland Sign to get the project done.
- VI. Anticipated Funding Requests: Maria Fredurra and Kristen Pelletier, Owner and Business Manager for Bentleys Restaurant, respectively, were in attendance to speak to their application for funds to replace their awnings on Central and Elm Street. The EDC members had not seen the request yet, as they were to be considered in November. Maria spoke to the request. During the discussion, the EDC members committed to establish a funding policy for beautification projects, and would consider her request once that policy was established. No action was taken on her application as the members had not yet seen it.
- No additional discussions were had on the upcoming requests.
- VII. Recap of Big Bets meeting. Tom Weschler presented a review of the Big Bets meeting held on 9/28, in which he summarized the ideas into four major areas:
- a. Retail/Commercial Space Management
 - b. Recreational Space/Community Access
 - c. Infrastructure Improvements
 - d. Entrepreneurial Development/Strategy
 - e. Other...
- VIII. EDC Structure: It was moved and seconded to propose the slate of EDC members as presented to the Select Board.
- IX. Other Business:
Broadband: Tom Weschler reported on the effort to extend 100 Mbps and 1 Gbps service to three locations in town – the library, the Woodstock Inn, and Mon Vert. Fairpoint provided a quote for the service that was very expensive on a monthly basis and not competitive with services offered by other Telcos.
- X. Motion to adjourn: 9pm. Approved by voice vote.