

Woodstock Economic Development Commission

4/7/2016 Meeting

5:30pm – 7:00pm

Town Hall, Woodstock, Vermont

MINUTES

1) Call to Order: 5:34pm.

Commissioners in Attendance: Gail Childs, Barry Milstone, Joe DiNatale, Matt Stover, Keith Anderson, James Zillian, Nick Ferro, Charlie Kimbell. Absent: Tom Weschler.

Public: Beth Finlayson, Norm Frates, Carol Cunningham, Jay Nash.

2) Citizen Comments: Beth Finlayson gave a brief report on the success of the Maple Madness event to which the Commission approved \$2,000 to increase promotion.

3) Grand Applications Review:

A. Lobsters on the Green. Norm Frates presented the application for \$3,500 for this event on July 23<sup>rd</sup> on behalf of Rotary, the event organizer. The Chamber of Commerce, represented by Beth Finlayson, is now a co-organizer of the event. This is a one-time application for funds as the event will be self sustaining in future years. Commissioners discussed the purpose of the request, because it is a fundraising event didn't it amount to giving money to the Rotary beneficiaries? The commission emphasized that the funds should be used to create a brand for the event that will stand the test of time and to promote it potential visitors and residents. Joe DiNatale moved that the amount be approved, Nick Ferro seconded. The voice vote was not conclusive, so the Chairman asked for a show of hands. The motion carried. Norm Frates said he would provide the commission with more details on the marketing of the event prior to the event in July.

B. Bluff Island Music Presents Concerts. Jay Nash presented the application for \$5,000 to subsidize the travel expenses and marketing expenses for 5 separate concerts to be done in conjunction with Pentangle and Artistree. He explained that it would help create and extend the music culture in Woodstock. The commission discussed the details of the events and asked Mr. Nash many questions. Matt Stover moved that the amount be approved, seconded by Joe DiNatale. The motion carried on a voice vote.

4) Updates on Existing Initiatives:

A. RFP for PR Firm. Keith Anderson reported on the 4 presentations made by PR Firms who responded to the RFP, 3 of them held earlier on 4/7. There were two clear leaders from the presentations. It was decided that Keith and Matt Stover would work together to ask the two leading firms to "sharpen their pencils" in making their projected cost lower. We discussed the ideal situation of getting a firm engaged by May of 2015, requiring the EDC to get approval from the Selectboard earlier. The Selectboard meets on 4/26. It was decided to have a single issue meeting on 4/19 of the EDC to review the information obtained by Mssrs. Anderson and Stover in order to make a recommendation to the Selectboard.

- B. Recommendation to Village Trustees about Parking. Barry Milstone reported on his follow up meeting with the Village to discuss establishing the pilot program with smart meters. It is not clear whether or not the trustees will move forward with the pilot program. Nick Ferro voiced his opposition to the meters and asked for more time. The consensus of the commission was to leave the matter with the Village, having done a thorough study and making a presentation to the Trustees.
  - C. Formation of Broadband Subcommittee: The subcommittee that has been formed to focus on working with the Telcos to advance faster internet communications consists of Tom Weschler, Joe DiNatale and Mica Seeley, a Woodstock Resident.
- 5) EDC Administrative Help. Charlie Kimbell reported that Phil Swanson, Woodstock Town Manager, believes that the existing staff can take care of all of the items in the job description except for taking minutes at evening meetings. Charlie hopes to finalize an arrangement in the next couple of weeks.
- 6) Other Business.  
Barry Milstone asked about the EDC's former initiative to erect new "Welcome to Woodstock" signs at either end of the Town. Commissioners recalled that the estimate for the signs was too low and that they should be of a higher quality if we consider them.
- 7) Adjournment. Motion to adjourn was made at 7:30pm . The motion carried.