

Woodstock Economic Development Commission
6/2/2016 Meeting
7:00pm – 8:00pm
Town Hall, Woodstock, Vermont
MINUTES - DRAFT

1. Call to Order: 7:00 PM

Commissioners in attendance: Joe DiNatale, Barry Milstone, Matt Stover, Nick Ferro, James Zillian, Gail Childs

Absent: Keith Anderson, Charlie Kimbell, Tom Weschler

Public in Attendance: Rachel Shields, Sally Miller, Jill Davies

2) Citizen comments:

Rachel Shields offered comments requesting more detailed information on proposals that were considered, with suggestion that all applications be posted along with the minutes.

Sally Miller gave a brief progress update on East End development package effort, which has started to proceed.

3) Approve minutes of 5/5/2016 minutes. Gail Childs moved the minutes be approved. Seconded by Joe Dinatale. Approved by voice vote.

4) Updates on initiatives

a) Telecom / Internet: Joe DiNatale gave a brief update on progress of meetings with Fairpoint. Also brought in articles discussing new technological developments. Suggested that the subcommittee broaden their purview to include investigation of different wireless broadband alternatives.

b) PR: Discussion of the kickoff of the PR effort, with the first Brand Voice workshop to be held on 6/7/2016. Discussion of first set of resident invitees and who would attend. Jill Davies offered comment that perhaps the PR firm could benefit from discussion with residents who had been involved with branding effort over last several years. It was suggested that the PR firm do some individual interviews with other residents who had been involved with the branding effort.

c) Signs: The proposals for signs was discussed by Barry Milstone and Gail Childs. The discussion centered on how to incorporate a design for an option with the new Woodstock Logo. Jill Davies prompted the committee to take a point of view on the best design option, and suggested the town should really commit itself to building momentum around a consistent logo and brand. Joe DiNatale agreed, referencing his past experience sales. Additionally, it was discussed that the Woodstock Garden Club had expressed interest in placing flower boxes below the signs. It was decided that the sign subcommittee would work with a team led by Jill Davies to develop a set of options for the signs including the logo, and the EDC would review them during the next meeting prior to submission to Town for approval.

5. Other updates: Expenditures and remaining budget were reviewed. No grant applications were submitted or reviewed.

6. Motion to adjourn. 8 pm.