

## Woodstock Economic Development Commission

July 7, 2016

Meeting

7:00pm – 8:00pm

Town Hall, Woodstock, Vermont

**MINUTES - DRAFT**

1) Call to Order: 7:04pm.

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

Public in Attendance: Beth Finlayson, Keri Cole, Townsend Belisle

1) Citizen Comments. There were no citizen comments.

2) Review Minutes of 6/2/2016 meeting. Moved by Tom Weschler, seconded by Joe DiNatale to approve the minutes as presented. Motion approved by voice vote.

3) Updates on Existing Initiatives - Subcommittees

a) Welcome Signs: Barry Milstone and Gail Childs reported on their discussions with the Vermont Agency of Transportation about the possible location of the proposed signs. They anticipate receiving an answer from them in the next week. They have also had discussions with landowners at possible locations.

Townsend Belisle, on behalf of Sustainable Woodstock, presented several design concepts for the sign, including keeping the design of the existing sign on Route 4. The commission reviewed the designs and one that incorporates the star logo.

Barry and Gail will present the design and the AOT approved locations to the select board when all of the information is in hand, including a new cost estimate for the sign based on the new design.

b) Telecommunications: Tom Weschler presented the report from the telecommunications subcommittee. Their conclusion is that there is no clear path to extending high speed internet services to the entire town in an immediate or affordable way given the technology available and the companies known to the EDC. The subcommittee would like to refocus on establishing a co-working space with highspeed internet connectivity in the central business district. The commission agreed by voice vote to reauthorize this change in direction.

c) Public Relations. The commission discussed the various elements of the BrandVoice document presented by Warner Communications as well as their editorial calendar and report of their efforts.

d) Chamber Liaison: Joe reported on his meetings with the Chamber relative to their website, financial condition and the women's world cup ski race at Killington in

November. Beth Finlayson, Executive Director of the Chamber, said that she did not have any proposals or requests for the EDC at this time.

4) New business/Other Business

- a) Reporting on activities of the EDC to the community. Charlie proposed that the EDC utilize the community access television to share with the community the efforts of the EDC. He will work with Macy Lawrence to set that up. It was suggested that the EDC write a monthly column for the Vermont Standard, but there were no volunteers to write the monthly report.
- b) Content Curator position. Discussed the possibility of hiring someone to feed Warner with content as well as the Chamber website. The EDC agreed to table it until we had a clear proposal from the Chamber on the management and relaunch of their website.
- c) Meeting of the Woodstock Council. Charlie proposed that we call a meeting of the Woodstock Council on 7/27 at 7pm to let the members know what we had been doing and ask for their feedback.
- d) Next funding round: The EDC agreed to put out a request for funding applications to be submitted by the end of July, to be considered at the August 4<sup>th</sup> meeting of the EDC. The notice to be posted in the Vermont Standard and the community list serve as well as Front Porch Forum.

5. Adjournment: 9:00pm.

Submitted by C. Kimbell.