

Town of Woodstock
Economic Development Commission
September 1, 2016 Meeting
Town Hall, Woodstock, Vermont

DRAFT MINUTES

DRAFT-Subject to approval

- I. Call to Order: 7:02PM.
Commissioners in Attendance: Barry Milstone, Matt Stover, Joe DiNatale, Gail Childs, Tom Weschler, Charlie Kimbell, Nick Ferro. Absent: Keith Anderson
Public in Attendance: Chip Evans, Opal Evans, Beth Finlayson, Gary Thulander, Courtney Lowe.
- II. Citizen Comments: Chip and Opal Evans and Beth Finlayson shared some of the initiatives of the Village merchants acting as a subset of the Chamber of Commerce, including the World Cup Ski Race at Killington in November. Gary Thulander presented the idea of a jointly funded marketing position to develop content for both the chamber and the EDC, with a formal request to follow.
- III. Women's World Cup Alpine Ski Race at Killington: Discussed ways that the EDC and the Chamber can work together to capitalize on this event, to drive people to Woodstock as well.
- IV. Woodstock Council Meeting Report. Tom Weschler, Joe DiNatale and Charlie Kimbell commented on the meeting with the Woodstock Council on 7/27. Tom quoted a participant as saying that Woodstock needed more of a Brooklyn "groove."
- V. Approval of Minutes: Tom Weschler moved, Gail Childs seconded, that the minutes of the 7/7 meeting be approved. The motion passed by voice vote.
- VI. Updates on Initiatives.
 - a. Welcome Signs. Gail Childs shared her frustration that we were being asked to solicit bids when we already had two submissions before the presentation to the Select Board. Tom Weschler moved that the EDC drop the sign project unless the design included the logo as approved by the EDC. The motion was seconded and discussed. The motion was defeated by a raise of hands, 2 to 4. Charlie Kimbell moved that the EDC place an ad in the newspaper to solicit bids for the signs. The motion was seconded and passed by a voice vote. Barry Milstone agreed to work with Gail Childs and Phil Swanson to develop the necessary specifications for the sign and place the ad in the newspaper.
 - b. East End Developer Package: Charlie Kimbell reported that the firm that was awarded the contract has already delivered a draft to the East End Action Group of Sustainable Woodstock and a final draft should be done by the end of the month. The PR Firm will be publicizing the completion.
 - c. Public Relations. Warner Communications is presenting an update on 9/6 at 4pm. They continue to work on various stories and angles.
 - d. Broadband/Coworking Space: Tom reported that Fairpoint had said that they would provide a quote for extending 1 GIG service to three public locations in Woodstock, but it was not available for the meeting.
- VII. EDC Metrics: How are things going?
Charlie shared the following: the Woodstock Elementary School population is 155 for the 2016-2017 school year, down from 174 the previous year. The # of registered voters is 2,766, up from 2,678 the previous year, but recognizing that 186 voters have a challenged status because they are either deceased or believed to have moved. Tax revenues for the 2nd

quarter of 2016 appear to be flat from the previous year based on the local options tax of \$51,436 received in August. No figures are available for the # of visitors to the welcome center. It was agreed that it is still early to move these numbers based on the activities of the commission.

- VIII. EDC Structure: The general consensus of the commission was to adopt a rotating membership of 9 members with 3 year, staggered terms. That being the case, Charlie will contact individual members regarding their interest to have their term(s) expire on 6/30 of 2017, 2018, or 2019. It was also agreed to ask the Select Board to fill the open position vacated by James Zillian, in which 3 people are interested.
- IX. Other Business:
 - a. Matt Stover articulated the sentiment of the commission in saying that the EDC needed to look at “Big Bets” that would really differentiate Woodstock. The commission agreed to have a special meeting of the EDC devoted solely to the discussion of embracing big ideas that would differentiate Woodstock. The meeting was set for September 28th, 2016 at 7pm.
 - b. Charlie reported that there are at least 4 funding requests waiting for an audience and that the commission needed to establish the next funding round, proposed for October 31st.
 - c. Joe DiNatale suggested that the commission review the guidance under which the commission dedicates funds, currently 60% towards promotion, 30% towards community projects, and 10% to administration. The commission agreed to take it up at the next meeting in October.
- X. Adjourn: 8:45pm.