

Woodstock Economic Development Commission

1/12/2016 Meeting

6:00pm – 6:30pm

Town Hall, Woodstock, Vermont
(and by Telephone for EDC Members)

MINUTES – DRAFT

1) Call to Order: 6:00pm

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

Public: Beverly Ferro, Ron Miller, Beth Finlayson.

2) Review Funding Applications

- A. Maple Madness, requested by the Woodstock Chamber of Commerce. Beth Finlayson presented information about the event and that the \$2,000 requested was to increase the promotion of the event so as to attract more visitors. The overall budget, including the request, should have read \$4,500, with \$2,500 coming from other sponsors and fees. The event is now in its third year and has combined visits to maple sugar houses, local artisan painted sap buckets displayed in retail store windows, an evening reception at Suicide Six and a bicycle race organized by Vermont Overland. The commission urged Beth to look beyond NH Public Radio into other target markets, as well as look to improve the branding of the event. Tom Weschler moved that \$2,000 be approved for the event, Nick Ferro seconded. The motion was approved by voice vote.
- B. April in Vermont, requested by Sustainable Woodstock. Ron Miller presented information about the request for \$3,500 to promote the cultural offerings and events available in Woodstock during the month of April. The commission supported the efforts of Sustainable Woodstock and the non-profit network collaborating on the project and that there was possible synergy with the Chamber of Commerce and Maple Madness. However, the commission expressed concern about the lack of focus for the event and that it was still in its early stages of development. A motion was made to table the request by Tom Weschler and seconded by Joe DiNatale. The motion to table passed on a voice vote.

3) Other business. Joe DiNatale posed the question about the role of the EDC in directing applicants to follow a specific course of action regarding their requests such as where to advertise or how to organize the event. The consensus of the commission was that it was appropriate for the Commission to advise the applicant but not to direct the applicant. Ultimately, the commissioner could vote to approve the request if s/he believed the applicant could use the funds well to help accomplish the objectives for the event and the commission.

4) Adjournment: 7pm.