Woodstock Economic Development Commission

February 7, 2019 Meeting
Town Hall
7:00 p.m.

Dial-in Number: (319) 527-2823
Access Code: 755165

1.	Call to Order		
2.	Citizen Comments		(5 min)
3.	Approval of Minutes from January 3, 2019		
4.	Grant Discussion		
	a.	Lifescape	(10 min)
	b.	Parkrun	(10 min)
	c.	SW Green Bag (rev.)	(10 min)
5.	Financial Report		(5 min)
6.	Coordinator Report		(5 min)
7.	General EDC updates		
	a.	Promotion / Website	(10 min)
	b.	Economic Resources	(10 min)
	c.	Civic Revitalization	(10 min)
	d.	Recreation Assets	(10 min)
9.	Other business		
10.	New business		
11.	Adjourn		

Woodstock Economic Development Commission

Coordinator's Report
Prepared for February 7, 2019 meeting

As requested by the public, this report is attached to the posted agenda for the current meeting. These notes are meant to be a brief update of Coordinator activities and intended to inform the EDC Commissioners of relevant activities prior to the board meeting to save valuable time during the meeting.

Administrative

Financial – Updated financials are posted to the Dropbox. Disbursements for the Town FY 2017-18 were included in the Town Report which will be available at Town Meeting.

Select Board – At their January 15 meeting, the Select Board approved the grant for the Community Visioning project.

Email – Please note that the Town switched their email server last month without letting me know. I apologize for missed emails or messages with spam alerts. It seems to be working fine now.

Best Practices – The Select Board and Trustees are instituting a new policy about municipal board "Standards and Procedures." A draft copy is in the Dropbox. Comments on the draft are due on Friday.

Community Grants

Julia held one grant writing workshop in January. Only one potential applicant showed up. The Resources group will assess the need for these workshop and look for alternatives.

Applications received for the January grant cycle include:

Applicant	Project	Total Budget	Grant Request
Lifescape	Wired Woodstock	$80,000	$15,000
Parkrun	Parkrun	$5,000	$5,000
Sustainable Woodstock	Green Bags (revised)	$6,790	$3,890

All applicants have been invited to the February 7 meeting. Full grant applications are available in a Dropbox - https://www.dropbox.com/sh/sw6podsx8mvintt/AABEIYN0kjeakUlKHxjz2Nyea?dl=0

EDC Projects

Housing study – Tomorrow night at 6:00, Doug Kennedy will present findings from the housing study. Jon will facilitate the meeting. The goal is to share the information with the community so that we can "begin to think about how we can better match our housing supply to meet the necessary demand." The listserve posts have generated a lot of interest. Pizza with be served. A copy of the study is in the Dropbox.

Community Visioning –The visioning group had initial conversations with Community Workshop to set up the next steps for the visioning process. An appeal went out on the listserve for "project team" members and we received several responses. Please let me know if you would like to be part of the team that helps get this project fine-tuned to fit our community.

Community Connections

Outreach – The Board Chairs asked Katie Berdan to put together an outreach list for promoting EDC initiatives. Her first effort was promoting the Storefront Incentive. We had some interest from local and regional media. Check out Julia's interview with Channel 5. It was also covered in the Vermont Standard and today's Valley News. If you see it in any other news media, please send me a link.

Town Meeting – Julia wrote the short EDC report for the Annual Town Meeting Report. Town Meeting is also an opportunity to update the community on EDC projects, so it might be worth it to produce a more detailed handout.

Gateway Communities - A part of a seven-member team from Woodstock I will be attending the "Gateway Communities: Balancing Nature and Commerce in Rural Communities" workshop from February 25-28 in West Virginia. The National Park is sponsoring and funding the team.

EDC Committees

Website – We have a new contract for Katie Berdan, Program Director for the Digital Media Marketing Program. She will manage social media, including the website, and the blog.

Terms for a new Memorandum of Understanding with the Chamber have been agreed upon. Katie is responsible for the day-to-day management and she will report to the EDC. An editorial board will meet quarterly to provide guidance and direction.

Economic Resources – The group continues to discuss a complementary incentive to the Vermont Remote Worker program. They are also working on the PR for EDC projects including a better webpage.

Revitalization – To be reported on at the meeting.

Recreation – Municipal Planning Grant – In response to the RFP for consultant services we received seven proposals for consulting services to update the 2000 Riverwalk plan. They will be evaluated this week and ideally the contract will be awarded by the end of next week so that work can get started soon.

LCWF - Charlie met with the review committee for the Land and Water Conservation Fund grant.

VOREC (Vermont Outdoor Recreation Economic Collaborative) – We are still waiting to hear from them. Charlie heard that they received over $1 million in requests for $100,000 in grant funds.

Upcoming Events

Housing Study Information Meeting – Wednesday February 6, 6:00, Woodstock Town Hall
Woodstock Town Meeting – Saturday, March 2, 10:00am, Woodstock Town Hall
Next EDC meeting - Thursday, March 7, 7:00pm, Woodstock Town Hall

Please let me know if there are any upcoming events that would be of interest to the EDC.
SPM 2-5-19

EDC SUMMARY

Grantmaking

Fiscal year	Full year revenue	Grants Made	% of Current Year Revenue Granted	Change to unencumbered funds	Unencumbered balance at year end
2016	208,112	16,000	8%	192,112	192,112
2017	249,973	99,527	40%	150,447	342,559
2018	265,426	274,553	103%	(9,127)	333,432
2019	283,142	150,109	53%	133,033	466,464
Total	**1,006,653**	**540,189**	**54%**	**466,464**	**466,464**

Disbursing

Fiscal year	Grants Made	Grants Paid	$ Remaining	% Remaining
2016	16,000	16,000	-	0%
2017	99,527	96,259	3,268	3%
2018	274,553	234,136	40,417	15%
2019	150,109	66,577	83,532	56%
Total	**540,189**	**412,972**	**127,217**	**24%**

Average Size

Fiscal year	Number of Grants	Amount of grants	Average Grant Size
2016	3	16,000	5,333
2017	9	99,527	11,059
2018	14	263,803	18,843
2019	11	150,109	13,646
Total	**37**	**529,439**	14,309

Functional Focus ($)

Fiscal year	Direct	Marketing	Planning	Administrative	Other	Total grants
2016	4,000	-	12,000	-	-	**16,000**
2017	6,641	85,885	-	2,500	4,500	**99,527**
2018	49,303	85,500	76,750	55,500	7,500	**274,553**
2019	86,276	25,000	25,000	-	13,833	**150,109**
Total	**146,220**	**196,385**	**113,750**	**58,000**	**25,833**	**540,189**

Functional Focus (#)

Fiscal year	Direct	Marketing	Planning	Administrative	Other	Total grants
2016	2	-	1	-	-	**3**
2017	3	4	-	1	1	**9**
2018	5	2	4	2	1	**14**
2019	8	1	1	-	1	**11**
Total	**18**	**7**	**6**	**3**	**3**	**37**

Functional Focus (Avg $)

Fiscal year	Direct	Marketing	Planning	Administrative	Other	Total grants
2016	2,000		12,000			**5,333**
2017	2,214	21,471		2,500	4,500	**11,059**
2018	9,861	42,750	19,188	27,750	7,500	**19,611**
2019	10,785	25,000	25,000		13,833	**13,646**
Total	**8,123**	**28,055**	**18,958**	**19,333**	**8,611**	**14,600**

Objectives Focus

Fiscal year	Jobs	Housing	Education	QOL	General	Total grants
2016	-	-	-	16,000	-	16,000
2017	-	-	-	6,641	92,885	99,527
2018	-	25,000	-	43,940	205,613	274,553
2019	56,776	-	-	29,500	38,833	125,109
Total	**56,776**	**25,000**	**-**	**96,081**	**337,331**	**515,189**
	11%	5%		19%	65%	

Note: 2019 full year revenue is estimated

EDC GRANTS

Project	Grant #	EDC Approval	FY	Grant Amount	Status	Function	Objective	Paid	Remaining
East End Development Study	1	7/6/2016	2016	12,000.00	Approved	Planning	QOL	12,000	-
Village Beautification	2	3/16/2016	2016	2,000.00	Approved	Direct	QOL	2,000	-
Maple Madness	3	6/8/2016	2016	2,000.00	Approved	Direct	QOL	2,000	-
Bluff Island Music	4	8/3/2016	2017	2,900.00	Approved	Direct	QOL	2,900	-
Lobster Fest	5	8/10/2016	2017	3,500.00	Approved	Direct	QOL	3,500	-
Public Relations	6	6/1/2016	2017	70,010.35	Approved	Marketing	General	70,010	-
Welcome Signs	7	10/25/2016	2017	3,375.08	Approved	Marketing	General	3,375	-
Commercial Advertising	8	11/30/2016	2017	7,500.00	Approved	Marketing	General	7,500	-
Woodstock Community TV	10	2/22/2017	2017	4,500.00	Approved	Other	General	4,500	-
Communications Team	11	2/8/2017	2017	5,000.00	Approved	Marketing	General	2,775	2,225
Administrative Expenses	12	7/12/2017	2017	2,500.00	Approved	Administrative	General	1,457	1,043
Pop-Up Co-Working	13	5/3/2017	2017	241.10	Approved	Direct	QOL	241	-
WAMBA	14	7/12/2017	2018	5,500.00	Approved	Administrative	General	2,189	3,311
Optimist Center	15	7/12/2017	2018	35,990.00	Approved	Direct	QOL	35,169	821
Flower Baskets	16	7/20/2017	2018	1,200.00	Approved	Direct	QOL	1,200	-
Community Website	17	9/20/2017	2018	73,000.00	Approved	Marketing	General	71,871	1,129
East End Design Study	18	9/27/2017	2018	10,000.00	Approved	Planning	Housing	10,000	-
Pentangle Arts Study	19	10/4/2017	2018	25,000.00	Approved	Planning	General	25,000	-
Wireless Woodstock	20	11/1/2017	2018	6,000.00	Approved	Direct	QOL	6,000	-
EDC Coordinator	21	4/5/2018	2018	50,000.00	Approved	Administrative	General	28,573	21,427
Village Revitalization	22	4/5/2018	2018	26,750.00	Approved	Planning	General	18,503	8,247
Window Display	23	4/13/2018	2018	750.00	Approved	Direct	QOL	265	485
Event Management	24	5/30/2018	2018	7,500.00	Approved	Other	General	7,500	-
Emergency Funds	25	5/30/2018	2018	5,363.00	Approved	Direct	General	5,363	-
Digital Media Coordinator	26	6/2/2018	2018	12,500.00	Approved	Marketing	General	12,470	30
Housing Study	27	4/5/2018	2018	15,000.00	Approved	Planning	Housing	10,033	4,967
Student Employment	28	7/12/2018	2019	3,000.00	Approved	Direct	QOL	-	3,000
Sunday Afternoon Jazz	29	7/12/2018	2019	1,000.00	Approved	Direct	QOL	1,000	-
Bookstock	30	7/12/2018	2019	3,500.00	Approved	Direct	QOL	3,500	-
East End Eats	31	7/12/2018	2019	2,000.00	Approved	Direct	QOL	-	2,000
Storefront Incentives	32	9/6/2018	2019	20,000.00	Approved	Direct	QOL	-	20,000
Rainbow Playschool	33	9/6/2018	2019	50,000.00	Approved	Direct	Jobs	50,000	-
Village Green Lighting	34	10/11/2018	2019	13,833.00	Approved	Other	General	10,581	3,252
WUHS Apparel	35	11/1/2018	2019	1,776.00	Approved	Direct	Jobs	1,496	280
WCCC Infant Care	36	12/6/2018	2019	5,000.00	Approved	Direct	Jobs	-	5,000
Digital Media Coordinator	37	12/6/2018	2019	25,000.00	Approved	Marketing	General	-	25,000
Community Visioning	38	1/3/2019	2019	25,000.00	Approved	Planning	QQL	-	25,000
				540,188.53				412,971.66	127,216.87