

Woodstock Economic Development Commission

March 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 February 7, 2019
Approval of Minutes from February 18, 2019
4. Grant Discussion
 - a. Lifescape (5 min)
 - b. Parkrun (5 min)
 - c. SW Green Bag (rev.) (5 min)
5. Financial Report (10 min)
Review Budget
6. Coordinator Report (5 min)
7. EDC Subcommittee Updates
 - a. Economic Resources (30 min)
 - Storefront initiative changes
 - Local incentive
 - Telling the EDC story
 - b. Civic Revitalization (5 min)
 - c. Recreation Assets (5 min)
 - d. Website / Promotion (10 min)
 - Agreement with Chamber
9. Other Business
10. New Business
11. Adjourn

Woodstock Economic Development Commission

Coordinator's Report

Prepared for March 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. Year-to-date figures are included on the draft budget comparison reviewed last summer.

Select Board – At their February 19 meeting, the Select Board approved the Memorandum of Understanding for the Digital Media Marketing Program and the allocation \$10,000 for the 2019 calendar year in support of that program.

Community Grants

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

Full grant applications are available in a Dropbox -

<https://www.dropbox.com/sh/sw6podsx8mvintt/AABEIYN0kjeakUIKHxjz2Nyea?dl=0>

The Economic Resources Subcommittee requested additional information from applicants and discussed the merit of each application. Their recommendations are:

Lifescape – The startup will be rolling out a prototype in May and welcomed the idea of forming an advisory committee to review the product and determine the relationship with the town. The Subcommittee recommends that a formal approval take place after more information is gathered.

Parkrun – The Subcommittee recommends that the EDC approve the grant with the condition that the group has a viable trail in place before requesting funds. (The trail doesn't need to be the River Loop Trail.)

Green Bags - The Subcommittee felt that Mac's Market needs to be part of the program and had asked that Sustainable Woodstock work with them. Sustainable Woodstock has not sent any follow up about Mac's involvement in the project. The Subcommittee recommends taking no action on the grant application until this information is available.

EDC Projects

Housing study – Channel 8, local access TV, recorded the February meeting. Here is a link to the recording - <https://www.youtube.com/watch?v=gEiMECbskjs#action=share>

Community Visioning – Rebecca Stone and Community Workshop put together some material for Town Meeting which gathered some interest. Over a dozen people will be meeting on Monday, March 11 to set up the next steps for the visioning process. EDC members are welcome to join the conversation.

Community Connections

Outreach – We continue to have some interest from local and regional media about the Storefront Initiative.

Town Meeting - With Jon's help a 6-page handout titled "Woodstock Economic Development Commission Annual Report 2018" was available for Town Meeting. One hundred copies were distributed with additional copies left out for voting day. A copy is in the Dropbox. Charlie and Julia gave a great update during the meeting.

Gateway Communities – Our team from Woodstock had a very productive time at the "Gateway Communities: Balancing Nature and Commerce in Rural Communities" workshop last week. The Conservation Leadership Institute put together a comprehensive program with lots of resources. It was interesting to see that other communities are dealing with similar issues. The National Park is considering asking some of the speakers to present in Woodstock. The goal of the week was to put together a community project which would enhance our area. While the Woodstock team identified several potential projects, they decided that the most effective way to help achieve our vision was to support the Community Visioning project, rather than add another new project to the list.

EDC Subcommittees

Economic Resources – The Subcommittee continues to discuss the "Move to Woodstock" incentive program. There were some concerns about the potential public perception of the project balanced with the increasing complexity of administration. They questioned whether it might be better to put the money toward a program like the Vermont Stay to Stay program and decided that this is an area where we should get more input from the commission.

Civic Revitalization – To be reported on at the meeting.

Recreation – Municipal Planning Grant – We received seven proposals and they were all very competitive so it came down to the firm that was most knowledgeable about the site and had local trails connections. We awarded the contract to Jensen Assoc., Washington, VT. They are currently working on trail designs for Faulkner Park. Bob White, author of the Riverwalk 2000 plan, is on the team.

LCWF (Land and Water Conservation Fund) – Woodstock did not make the short list for this grant. They received 13 applications for a small amount of funding.

VOREC (Vermont Outdoor Recreation Economic Collaborative) – We are still waiting to hear from them.

Website – The new Memorandum of Understanding with the Chamber was approved and signed by the Select Board. Katie Berdan will prepare website metrics for EDC meetings. The editorial board will meet quarterly to provide guidance and direction. A second EDC representative to the board needs to be appointed.

Upcoming Events

Visioning Planning – Monday, March 11, 9:00am, Woodstock Town Hall

VLCT's [Strengthening Communities Forum](#) – Wednesday, March 27, 8:00am, Burke Mountain Resort

Next EDC meeting - Thursday, April 4, 7:00pm, Woodstock Town Hall

Please let me know if there are any upcoming events that would be of interest to the EDC.

SPM 3-5-19

EDC SUMMARY

	Fiscal year	Full year revenue	Grants Made	% of Current Year Revenue Granted	Change to unencumbered funds	Unencumbered balance at year end
Grantmaking	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

	Fiscal year	Grants Made	Grants Paid	\$ Remaining	% Remaining
Disbursing	2016	16,000	16,000	-	0%
	2017	99,527	96,820	2,707	3%
	2018	274,553	246,095	28,458	10%
	2019	150,109	66,577	83,532	56%
	Total	540,189	425,492	114,697	21%

	Fiscal year	Number of Grants	Amount of grants	Average Grant Size
Average Size	2016	3	16,000	5,333
	2017	9	99,527	11,059
	2018	14	274,553	19,611
	2019	11	150,109	13,646
	Total	37	540,189	14,600

	Fiscal year	Direct	Marketing	Planning	Administrative	Other	Total grants
Functional Focus (\$)	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

	Fiscal year	Direct	Marketing	Planning	Administrative	Other	Total grants
Functional Focus (#)	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

	Fiscal year	Direct	Marketing	Planning	Administrative	Other	Total grants
Functional Focus (Avg \$)	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

	Fiscal year	Jobs	Housing	Education	QOL	General	Total grants
Objectives Focus	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	Paid	Remaining
East End Development Study	1	7/6/2016	2016	12,000.00	12,000	-
Village Beautification	2	3/16/2016	2016	2,000.00	2,000	-
Maple Madness	3	6/8/2016	2016	2,000.00	2,000	-
Bluff Island Music	4	8/3/2016	2017	2,900.00	2,900	-
Lobster Fest	5	8/10/2016	2017	3,500.00	3,500	-
Public Relations	6	6/1/2016	2017	70,010.35	70,010	-
Welcome Signs	7	10/25/2016	2017	3,375.08	3,375	-
Commercial Advertising	8	11/30/2016	2017	7,500.00	7,500	-
Woodstock Community TV	10	2/22/2017	2017	4,500.00	4,500	-
Communications Team	11	2/8/2017	2017	5,000.00	3,104	1,896
Administrative Expenses	12	7/12/2017	2017	2,500.00	1,689	811
Pop-Up Co-Working	13	5/3/2017	2017	241.10	241	-
WAMBA	14	7/12/2017	2018	5,500.00	2,189	3,311
Optimist Center	15	7/12/2017	2018	35,990.00	35,169	821
Flower Baskets	16	7/20/2017	2018	1,200.00	1,200	-
Community Website	17	9/20/2017	2018	73,000.00	71,871	1,129
East End Design Study	18	9/27/2017	2018	10,000.00	10,000	-
Pentangle Arts Study	19	10/4/2017	2018	25,000.00	25,000	-
Wireless Woodstock	20	11/1/2017	2018	6,000.00	6,000	-
EDC Coordinator	21	4/5/2018	2018	50,000.00	32,573	17,427
Village Revitalization	22	4/5/2018	2018	26,750.00	21,495	5,255
Window Display	23	4/13/2018	2018	750.00	265	485
Event Management	24	5/30/2018	2018	7,500.00	7,500	-
Emergency Funds	25	5/30/2018	2018	5,363.00	5,363	-
Digital Media Coordinator	26	6/2/2018	2018	12,500.00	12,470	30
Housing Study	27	4/5/2018	2018	15,000.00	15,000	-
Student Employment	28	7/12/2018	2019	3,000.00	-	3,000
Sunday Afternoon Jazz	29	7/12/2018	2019	1,000.00	1,000	-
Bookstock	30	7/12/2018	2019	3,500.00	3,500	-
East End Eats	31	7/12/2018	2019	2,000.00	-	2,000
Storefront Incentives	32	9/6/2018	2019	20,000.00	-	20,000
Rainbow Playschool	33	9/6/2018	2019	50,000.00	50,000	-
Village Green Lighting	34	10/11/2018	2019	13,833.00	10,581	3,252
WUHS Apparel	35	11/1/2018	2019	1,776.00	1,496	280
WCCC Infant Care	36	12/6/2018	2019	5,000.00	-	5,000
Digital Media Coordinator	37	12/6/2018	2019	25,000.00	2,716	22,284
Community Visioning	38	1/3/2019	2019	25,000.00	-	25,000
				540,188.53	428,207.66	111,980.87