

Town of Woodstock
Select Board
August 17, 2021
6:00 pm
Town Hall & Zoom
Minutes

Draft minutes are subject to approval.

Present: Chair Mary Kahn, Ray Bourgeois, John Doten, Keri Cole, Joe Swanson, William Kerbin, Nikki Nourse, Todd Ulman, Bill Corson, Jon Spector, Patrick Fultz, Kevin Geiger, Tory Littlefield, Susan Ford, Wendy Marrinan, Jeffrey Kahn, Tom Ayres, Wendy Jackson, Jill Davies, Alita Wilson, Sally Miller, Geoff Martin, Joe DiNatale, Alan Willard, Mike Davey

A. Call to order

1. Chair Riley called the Select Board meeting of August 17, 2021, to order at 6:02 pm.

B. Public Hearing regarding the CDBG Grant for the Keys to the Valley project

1. Ms. Littlefield read the public notice (included in minutes).

Motion: by Mr. Swanson to close out the CDBG grant for the Keys to the Valley Project.

Seconded: by Ms. Cole.

Discussion: none.

Vote: 5-0-0, passed.

C. Interview for Billings Park Commission

1. Ms. Jackson stated that she has been volunteering on the Ottauquechee River Trail. She has a lot of experience with trail work. She has worked with Randy Richardson. She loves the trails and the outdoors. These are great resources for Woodstock. She would love to be a part of the community.

D. Interview for Town Development Review Board

1. Alan Willard

- a. Mr. Willard stated that he had served on the Planning Commission for eight years. He has a lot of experience. He was also on the Conservation Commission for eight years after that. He thinks it is time to help the Town again. He lives at Blake Hill. He is a full time resident.

2. Meredith Christensen

- a. Ms. Christensen stated that she spent 20 years in Boston working in commercial real estate. She is from Vermont. 1½ years ago she moved to Vermont full time. She has attended Town Development Review Board meetings. She was on the Architectural Commission in Boston.

E. Interview for Economic Development Commission

1. Deborah Greene

- a. Ms. Greene stated that she grew up here on Hartland Hill. She moved back to Woodstock permanently 1 ½ years ago. She is looking for a way to serve the community. She has attended some EDC meetings.

F. Interview for School Board

1. Todd Ulman

- a. Mr. Ulman stated that Rayna Bishop approached him about the opening. He is passionate about the school system. He would love to have an official capacity to make a difference. It is such an important position and a big job. He has the time to give and is excited for the opportunity. He moved to Woodstock July 2020. He has two kids that attend Woodstock Elementary School. There is work to be done in the school system.

G. Additions to and deletions from the posted agenda

- 1. Propane bid
- 2. Cleaning bid

H. Citizen comments

- 1. Ms. Marrinan stated that she appreciates the Town and State doing a great job on the road work. There is no longer puddle issues at the beginning of River Street or near Faulkner Park.

I. Manager's report

1. General report

- a. Mr. Kerbin stated that Pike Paving is finishing up. They are doing some storm drains. They are very close to being completed. They received their first installment of ARPA funds. Pleasant Street is scheduled to be milled tomorrow. The Emergency Services Building is coming along.
- b. Ms. Davies asked about plans on doing sidewalks on Pleasant Street.
 - 1. Mr. Kerbin stated that he and Elijah Lemieux will be making a sidewalk plan soon.
 - 2. Mr. Corson stated that the roots of trees are ruining the pavement on the sidewalks, and they are really bad on Pleasant Street.
 - 3. Mr. Kerbin stated that he can look into doing the curbs. The sidewalks would be another project.

2. Financial report

- a. Mr. Kerbin stated that he has been meeting with the department heads to come up with a capital budget plan. He has reached out to the Center for Municipal Services to get some guidance. He will be talking to a consultant from there tomorrow. The Capital Budget

Committee has done a great job. They still have some work in front of them.

J. Permits

1. Liquor license – Zoe Zilian – 4 Mechanic LLC

Motion: by Ms. Cole to approve the liquor license for 4 Mechanic LLC as submitted by Zoe Zilian.

Seconded: by Mr. Bourgeois.

Discussion: none.

Vote: 5-0-0, passed.

K. Old business

1. Follow up on Lebanon Landfill Agreement

Motion: by Mr. Swanson to approve the draft agreement with the Lebanon Landfill and to opt to allow residents to obtain individual permits directly from Lebanon through an online portal and to dispose of Acceptable Waste directly to the Lebanon Solid Waste Facility.

Seconded: by Ms. Cole.

Discussion: Mr. Bourgeois stated that he thinks the Town Clerk should help people with this process.

Vote: 4-1-0, passed. Chair Riley for, Mr. Doten for, Ms. Cole for, Mr. Swanson for, Mr. Bourgeois against.

L. New business

1. EDC motions for consideration

a. Purchase of trash/recycling containers for the Village and East End Park

1. Mr. Spector stated that they are requesting \$823 to complete the purchase of the trash cans. There was a misunderstanding on how much money had been allocated. The EDC voted 7-0 on this. The trash cans/recycling containers will be in 14 locations.

Motion: by Mr. Bourgeois to award \$823 to complete the purchase of 14 trash/recycling containers for the Village of Woodstock, including 2 additional containers to be placed in the East End Park.

Seconded: by Ms. Cole.

Discussion: none.

Vote: 5-0-0, passed.

b. Marketing Woodstock

1. Mr. Fultz and Mr. Spector shared a presentation (included in minutes).
2. Mr. Fultz stated that this allows them to measure how well the marketing works by using ads to draw people to the website. If the viewer gives their email, they will receive a code or

coupon. When they come to Woodstock, they could get a free T-shirt or some other gift at the Welcome Center with their code. They can also allow businesses to be incorporated into the program.

3. Ms. Ford stated that working at the Woodstock Inn, they get a lot of comments about the Town. People complain about the empty storefronts, that the Town looks tired, the bad sidewalks.
4. Mr. Fultz stated that the EDC has plans to work on these things as well.
5. Mr. DiNatale stated that we are a Town, not a big company. Wassail brings in thousands of people without marketing. They do not have the restaurants and stores for the people. He has been on the EDC for seven years and he voted against this.
6. Mr. Fultz stated that even with those issues they still have to market. Marketing never stops. They need to make a brand and also work on the other problems.

Motion: by Ms. Cole to award \$83,000 in additional funds to our efforts to market Woodstock; specifically, to allocate \$66,500 to retain Class Four to build a new digital marketing capability for Woodstock; and to allocate \$16,500 to use the platform to launch a small marketing campaign in the summer of 2022.

Seconded: by Mr. Bourgeois.

Discussion: none.

Vote: 4-1-0, passed. Chair Riley for, Mr. Bourgeois for, Ms. Cole for, Mr. Swanson for, Mr. Doten against.

c. Experimental programs to expand lunchtime restaurant/food capacity

1. Mr. Spector stated that finding food is a significant issue, especially on Sundays and Mondays. However, at this time the EDC has no requests for this.

2. Highway bids

a. Sand

Motion: by Mr. Bourgeois to award the screened sand bid from D&D Excavating Inc for \$12.60 per ton and award the bid for manufactured sand from Twin State Sand & Gravel Co Inc for \$15.83 per ton and to award the bid for 3/8" ledge stone from Twin State Sand & Gravel Co Inc for \$21.13 per ton.

Seconded: by Mr. Doten.

Discussion: none.

Vote: 5-0-0, passed.

b. Salt

1. Only received one bid and for wrong specification. This will go out to rebid.

c. One Ton Dump Truck

Motion: by Mr. Bourgeois to table the decision on the One Ton Dump Truck to get more information and will rediscuss at the next meeting of September 7, 2021.

Seconded: by Mr. Doten.

Discussion: none.

Vote: 5-0-0, passed.

3. IREC-EEI Project overview

- a. Mr. Martin & Mr. Davey shared a presentation (included in minutes).
- b. Mr. Davey stated that fossil fuels have emissions. All of these sources require a chimney to pump products of combustion into the atmosphere. Vermont is trying to go more towards electrification to get the primary source away from fossil fuels.
- c. Mr. Martin stated that the State of Vermont has a goal to be Net 0 by 2050. There are immediate benefits of moving to electric heat sources.
- d. Mr. Davey stated that a lot of Vermont towns are eliminating fossil fuels from their municipal buildings. They are not looking for a vote today. They are looking to see if it makes sense to move forward with this project. They can try to have finalized reports to the Select Board by October. This is an introduction to the project.
- e. Ms. Riley stated that this is a lot of information. She cannot commit to anything right now. The Select Board will study the information more. They would like to consider this project further.

M. Other business

1. Propane bid

- a. Mr. Kerbin stated that they had a propane bid opening today. They only received one bid both times they bid out for this. The fixed price is \$1.679 from Junction Fuels. The price is good until Friday.

Motion: by Mr. Swanson to award the propane bid to Junction Fuels for \$1.679 per gallon.

Seconded: by Mr. Bourgeois.

Discussion: none.

Vote: 5-0-0, passed.

2. Cleaning bid

- a. Mr. Kerbin stated that they only received one bid. They will rebid this as well as send out a bid for the Welcome Center.

3. Mr. Doten stated that he would like to see the whistle at the Emergency Services Building restored. He received a quote last year for the price of

\$7,000 for a new tank and compressor. He has already spoken to David Green about this. They are making space for it in the new construction.

a. Chair Riley stated that she would like to see a new proposal for this.

N. Executive session to discuss appointments

Motion: by Ms. Cole to enter executive session at 8:21 pm.

Seconded: by Mr. Bourgeois.

Discussion: none.

Vote: 5-0-0, passed.

Chair Riley resumed the public meeting at 8:35 pm.

Motion: by Ms. Cole to appoint Michael Greene and Phil Robertson to the Billings Park Commission with terms ending March 2024.

Seconded: by Mr. Bourgeois.

Discussion: none.

Vote: 5-0-0, passed.

Motion: by Ms. Cole to appoint Deborah Greene to the Economic Development Commission with the term ending in March 2023.

Seconded: by Mr. Bourgeois.

Discussion: none.

Vote: 5-0-0, passed.

Motion: by Ms. Cole to appoint Meredith Christensen to the Town Development Review Board.

Seconded: by Mr. Bourgeois.

Discussion: none.

Vote: 2-3-0, did not pass. Mr. Bourgeois for, Ms. Cole for, Chair Riley against, Mr. Doten against, Mr. Swanson against.

Motion: by Mr. Doten to appoint Alan Willard to the Town Development Review Board with the term ending in March 2023.

Seconded: by Mr. Swanson.

Discussion: none.

Vote: 3-2-0, passed. Chair Riley for, Mr. Doten for, Mr. Swanson for, Mr. Bourgeois against, Ms. Cole against.

Motion: by Ms. Cole to appoint Todd Ulman to the School Board for the term ending in March 2022.

Seconded: by Mr. Bourgeois.

Discussion: none.

Vote: 5-0-0, passed.

Motion: by Mr. Doten to direct the Town Manager to restore the whistle to sound at noon with the current equipment in place.

Seconded: by Mr. Swanson.

Discussion: none.

Vote: 5-0-0, passed.

O. Approval of minutes

1. 8/3/21 minutes

Motion: by Mr. Bourgeois to approve the minutes of 8/3/21 as submitted.

Seconded: by Mr. Swanson.

Discussion: none.

Vote: 5-0-0, passed.

P. Adjournment

Motion: by Mr. Bourgeois to adjourn the meeting at 8:50 pm.

Seconded: by Mr. Swanson.

Discussion: none.

Vote: 5-0-0, passed.

*Respectfully submitted,
Nikki Nourse*

Marketing Recommendation

August 11, 2021



The Marketing Working Group is proposing a 12-month program (August 1, 2021 to July 31, 2022) with four key objectives

- Promote the many assets of the area to our primary/secondary target audiences
- Attract visitors during the summer, fall foliage season, and “shoulder” tourism seasons
- Develop processes to create, manage and track all marketing efforts to show results of campaigns and tactics.
- Develop a bank of digital assets, video and photography, that can be used for all and any marketing efforts.

Proposed Budget of \$110,000 for a 12-Month Program

- Agency budget of \$100,000
- Contingency of \$10,000
 - Changes to website to reflect marketing campaign
 - Possible additional expenses, but not to exceed \$10,000
 - Total Contingency of \$10,000
- Funded across three budget years
 - \$27,000 from unused funds from 2020 Marketing budget
 - \$48,000 new allocation from 2021 funds (June to December, 2021)
 - \$35,000 new allocation from 2022 funds (January to May, 2022)

11 Firms Submitted Proposals to the RFP

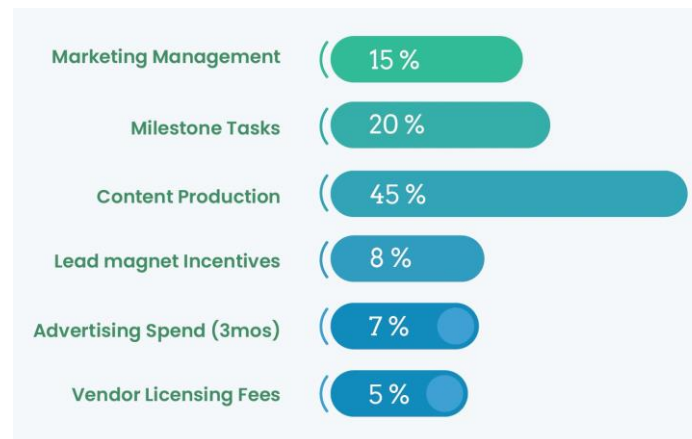
- We had reached out to 4 Vermont Agencies, 2 declined
 - Class Four
 - HMC Advertising, LLC — declined
 - SIX — declined
 - Place
- 9 additional firms submitted proposals
 - Break The Ice
 - Destination Innovate
 - Lou Hammond
 - Orange 142
 - Sullivan Creative
 - Tripadvisor
 - Vermont Standard
 - Wayne's World Media
 - We Us Them

Two Proposals Were Selected

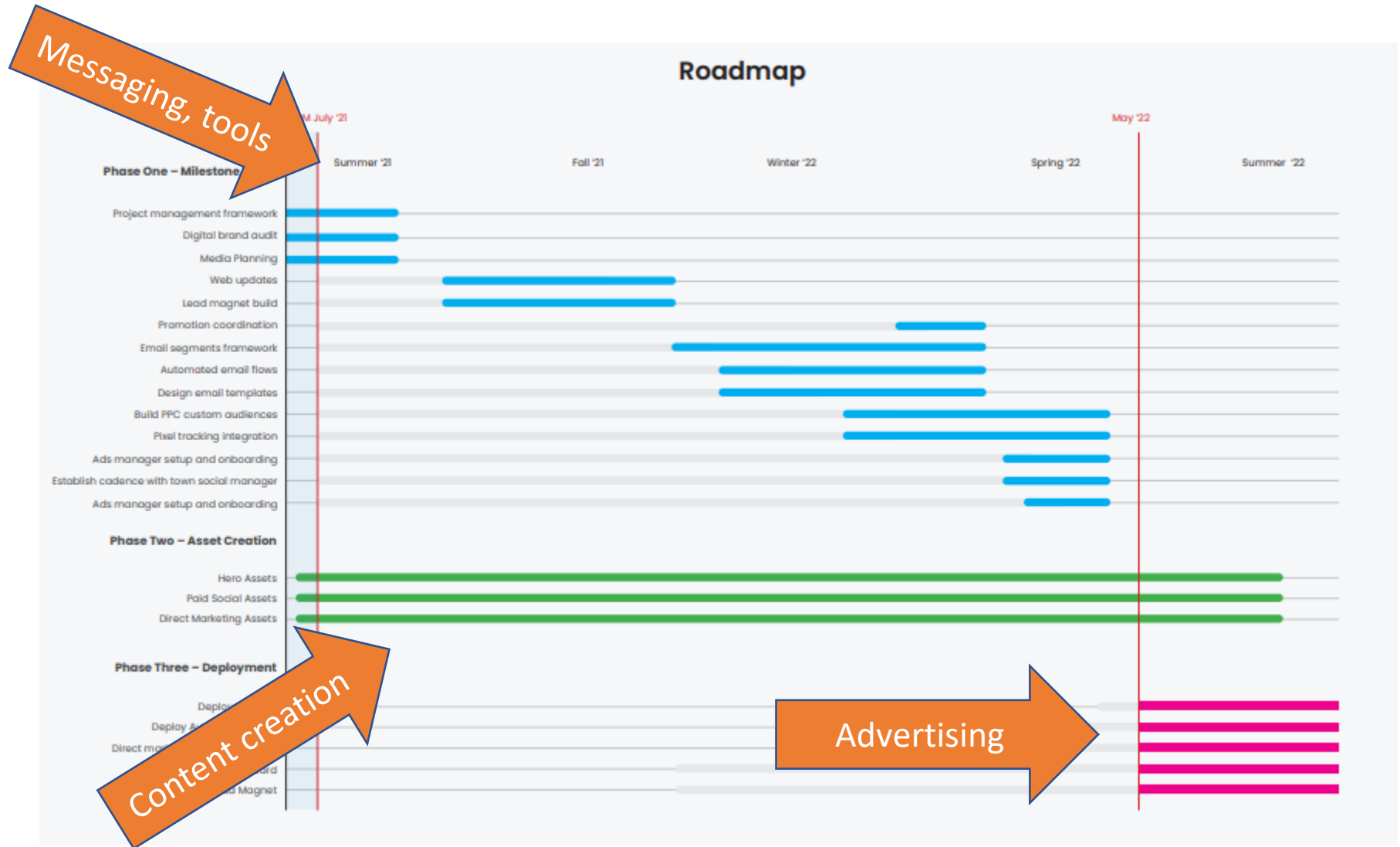
- Agencies selected:
 - Place, Burlington VT and
 - Class Four, Burlington VT
- Selections were based on:
 - Meeting/Exceeding the requirements of the RFP
 - Best use of the proposed budget
 - Understanding of Vermont and in particular Woodstock
 - The ability to track and measure
 - Working with the EDC Marketing Working Group and our Coordinator
 - Long term marketing vision for Woodstock

Agencies Interviewed/Recommendation Selected

- Class Four is the EDC Marketing Working Group's recommendation
 - Strong content skillset with 12+ monthly film/photoshoots
 - Develop a strong customer pipeline for now/future marketing
 - Data centric with focus on performance and campaign optimization—measurable results
 - Building/Planning marketing for year 1, 3, 5, and beyond
- Here's the allocation of the budget



Preliminary project roadmap shows advertising commencing in May, 2022





Energy Efficient Investments

Woodstock, Vermont



The EEI & ENE Energy Advisor

A proven process ...



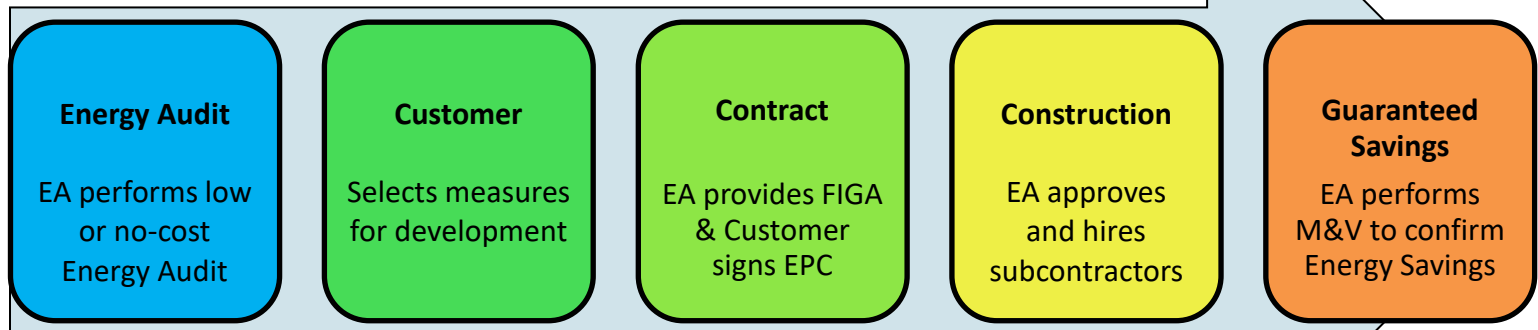
EEI was founded by ENE to service Northern New England clients (Since 2007)

Local ownership and management

Our Lean ESCO Approach

Similar to General Contracting with the following exceptions:

- 1) Focused on energy and operational savings
- 2) Assist in financing projects & finding grant/rebate funds
- 3) Self perform Engineering Services
- 4) Guaranteed Savings
- 5) M&V Program to ensure long term savings



FIGA – Final Investment Grade Audit
EPC – Energy Performance Contract
M&V – Measurement & Verification

Project Success Stories

- Hanover/Norwich Schools
- Bennington, VT Schools
- Mill River, VT Schools
- City of Manchester, NH
- Portsmouth, NH Schools
- Keene, NH Schools

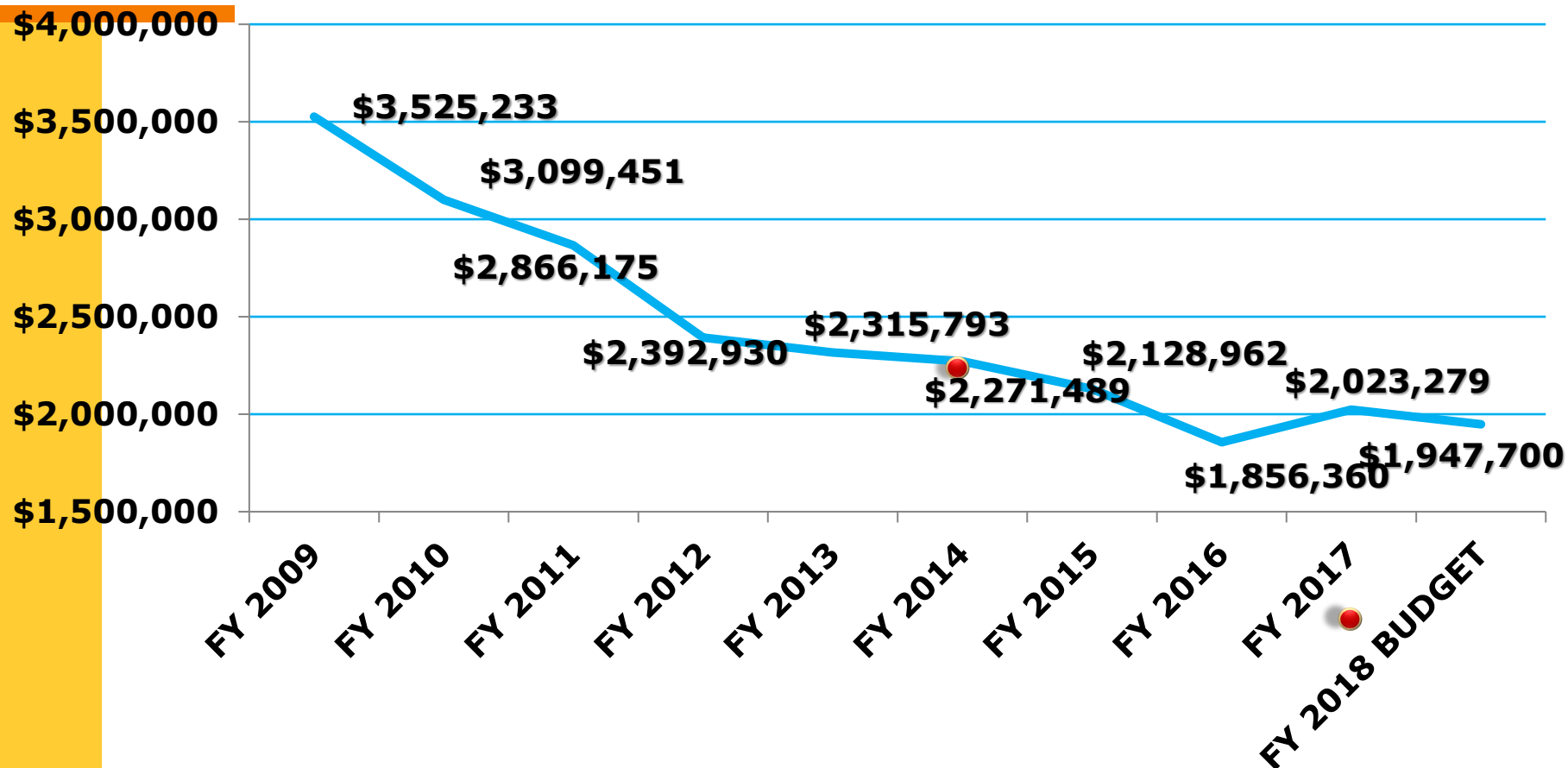




Efficiency Vermont 2020 Projects (COVID Ventilation Improvements)

- Norwich School District
- Addison Northwest
- Springfield School District
- Mill River School District
- Chittenden East Supervisory
- Burlington School District
- Mount Saint Joseph Academy (Rutland)

Actual MSD Energy Expense

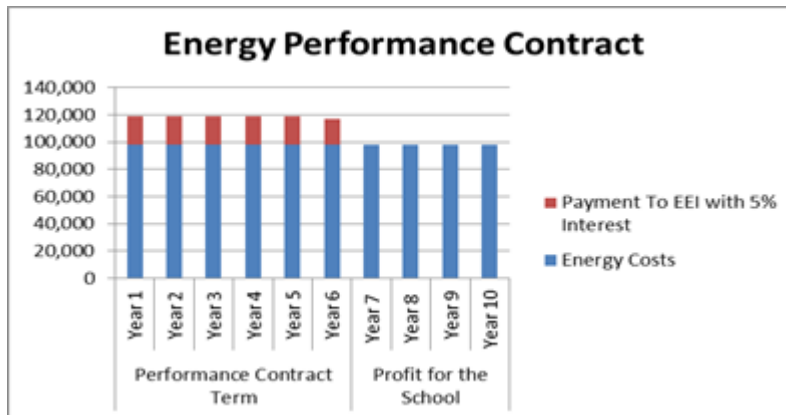
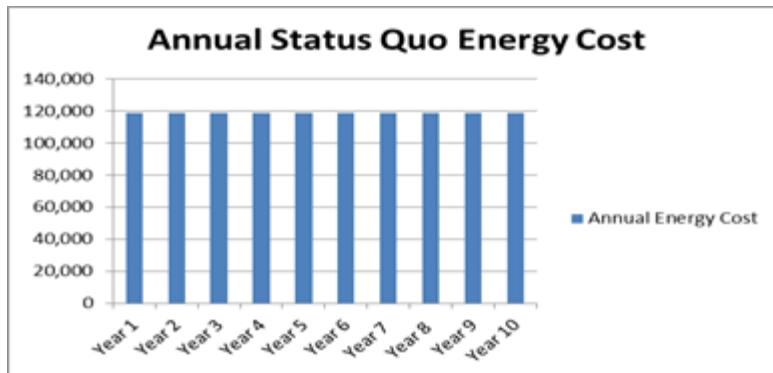




Why the success on Vermont Projects?

- Local project team based approach
- Independent controls/equipment and independent
- Vermont based engineer and contractors committed to solution
- EEI manages process every step of the way and only gets paid if a project is approved by voters

Energy Savings Pay for Improvements



Example Sample NH High School new lights, controls, and HVAC improvements where paid for through grants and energy savings

Woodstock Preliminary Findings

1. Buildings heated with Fossil Fuels
2. Buildings lack DDC Controls
3. Opportunity to improve environment with heat pump system and nearly eliminate fossil fuel



Town HVAC



Potential Improvements

Woodstock			Annual Savings	Rebate
1	Town Hall - Offices	\$843,765	\$3,500	
2	Town Hall - Auditorium	\$523,948	\$4,000	
3	Town Hall - Weather Stripping	\$2,300	\$300	
4	Town Hall - LED Lighting retrofit	\$3,700	\$500	
5	Town Hall - Street light LEDS	\$5,000	\$950	
6	Public Works Department (NEW)	\$61,912	\$2,000	
7	Public Works Department (OLD)	\$53,951	\$1,800	
8	Fire Station No.2	\$53,951	\$1,900	
9	Weather Stripping	\$2,300	\$100	
10	Fire Station LED Lighting upgrade	\$3,700	\$400	
11	Woodstock Visitors Center HVAC	\$10,374		
12	Town Garage LED and Weather Stripping	\$34,000	\$5,000	
13	Woodstock Waste Water Facility HVAC	\$122,227	\$4,000	
14	Waste Water - Weather Stripping	\$15,000	\$1,200	
15	Woodstock DDC Controls All Town Buildings	\$240,730	\$15,000	
	Woodstock Subtotal	\$1,976,859	\$40,650	\$35,000
	P&P Bond	\$19,769		
	Woodstock Total	\$1,996,627		
	10 year lease estimate 1.6%	\$220,000		



Question & Answers

***Follow-up questions can be emailed to Mike Davey
at MDavey@EEIServices.com***