

Bi-Town Economic Development Committee
Thursday December 4, 2014 8:00-9:00 am
Wilmington Town Offices

Attendance: Jim Burke, Sharon Cunningham, Ryan Holton, Ken Black, Laurie Newton, Randy Terk, Pat Weisbrich, Adam Grinold, Dale Ribaud, Carolyn May, Gretchen Havreluk, Meg Streeter, and Scott Murphy

Called to order at 8:10am

Jim motioned to accept the minutes from the November meeting and seconded by Randy Terk All approved.

High Speed Internet /Cell Service Discussion

Ken Black reported that an average home will need 100 mbps; most are getting between 12-20 mbps currently. This will be expensive due to our rural locations in Wilmington and Dover. Satellite is not an effective solution. Sovernet does offer fiber optic to businesses that are along the fiber corridor; however expensive as well. Potential next steps: Speak to the providers for pricing for what service. Our goal is to provide high speed internet service to all businesses, residents and second homeowners. Ken will follow up with Fairpoint once they get back on line. Meg suggested the old school as the fiber to the building and would potentially make a great shared working space for public use. Ken and Meg agreed that our slow to no high speed internet is compromising home values in the valley. Comcast was contacted a while back and they were not interested; as there was already a provider here; therefore not be enough consumers for them to build out a network. Randy commented if we want it...we have to pay for it.

Marketing and Branding Results

Sharon Cunningham- New brand and tag line have been announced. Opus Design is designing the digital campaign. The maps and other print material are in the process. The USDA grant funding has to be spent down by Dec 31,2014. The bulk of the marketing will be going out in the Spring for the Summer season. Chamber members and non-members will have access to the use of the logo and tagline. They will also have the ability to be on the website as well for a fee.

Workforce Development /Training Fund

Laura Sibilia, Andy- Adam reported that the executive summary has been completed and is on the SeVEDS website. Windham County is still losing 18-64 year olds and continue to have a low population of 18-24 year olds. Meg commended Andy and

Laura on a successful job fair. Andy is meeting with the superintendents of local schools regarding the needs of the large manufacturers workforce needs to help prepare our students for those positions.

Goals – What are people looking for? What can we do to help? Sharon mentioned solar lighting at the trailheads for Valley Trail. Meg suggested a short term goal- Develop a Community Calendar for all organizations and businesses to post events; to better connect with community members, visitors, etc. The Chamber could be the catalyst for this and Sharon agreed that once the new website is developed. Randy suggested getting the right websites to the top of the internet search engines for our internet visitors. Another suggestion was purchasing a touch screen interactive kiosk outside the chamber. Help businesses increase their visibility. This group finding the funds to hire a firm to help do the above. Laurie will ask with Mike Chase, Director of Marketing Technology at Mount Snow to speak to our group on ways to increase our visibility on the internet.

Updates:

Wilmington- The Trails Committee has been working on building bridges for the Hoot, Toot & Whistle trails and a unified trail map for wilmington (working with Windham Regional Commission), Community Center is forming a 501(c)3 and many interested tenants, Mary Towne is retiring and having a party Friday, Dec 5th 6pm at Memorial Hall

Dover-Received final grant paperwork for the Valley Trail extension, ITVfest has been funded again for 2015 with \$25K upfront and every sponsor obtained an additional 25 cents on the dollar for up to a maximum of \$25K (a total of \$50k). Bridge 59 reconstruction will begin in 2019.

Mount Snow- Good thanksgiving weekend. Peak had an IPO offering a few weeks ago. This is a completely different Public offering from ASC a few years back.

Hermitage Club- Friday Dec 12th is the official grand opening of the Club. Kenny Loggins will be performing for Club Members about 500 people will be attending.

Chamber- Bright Lights and Wilmington Works \$5 coupon successful and has been funded again for the next few weeks. Moonlight Stroll & Snowshoe is this weekend Dec 6th in West Dover and Wilmington.

Other Business: Congratulated Laurie Newton for Mount Snow Chamber of Commerce Person of The Year. The Valley Trail committees and volunteers were also awarded the Ralph & Verne Howe Award. The plaque will be displayed at the Mount Snow Chamber of Commerce Office.

Respectfully Submitted,
Gretchen M. Havreluk