

Draft
Bi-Town Economic Development Committee Minutes
Thursday June 4, 2015 8:00-9:00 am

Attendance: Ryan Holton, Ken Black, Randy Terk, Anna Drozdowski, Pat Weisbrich, Laura Sibilica, Adam Grinold, Mike Chase, Carolyn May, Diane Chapman

Randy motioned to approve the minutes from May 7, 2015. Sharon 2nd. So Moved

Digital Marketing

The marketing committee presented the Digital Marketing Plan led by Mike Chase. Randy recommended to modify the funding to request as needed and would Bi-Town need to develop a 501(c)(3) to hold funds? Adam recommended as a good faith gesture that the Town of Wilmington send funds to Dover for the funds to be managed there. We decided to have the group meet with Diane and Randy to define the details of the funding. Other suggestions made for the presentation to the select boards were to provide examples (verbal or pictures) of the technical terms, provide a history of how we got to this point, address the non-chamber members participation, ask local businesses to attend the select board presentation meetings, educate businesses, and to show five years not just two years. Businesses may be able to offset funding; however this is not realistic in year one. We would implement the program right away we would be in year one this summer/fall.

Trails

Ridge Trail – Update

Forest service has new employee and not sure if they will get here this summer.

Other Projects- Gretchen suggested workforce development and working with SeVEDS. Laura and Adam explained where their current focus is on Internship program and career awareness with the younger generation which will have a longer term effect than immediate. Use internship program for projects with minimum wage. In the future SeVEDS will look at hospitality training. Adam suggested that the VT Training Program is available and we could apply for 50% of the cost for the training.

Updates:

Wilmington- Façade Improvement Grant was refunded at \$75K and is open to commercial properties on a paved road in Wilmington, An engineer has been hired for the development of the West Main St., we have new gateway signs have been installed

Dover-Ken reported that the side walk construction will begin in spring of 2016. They are applying for a scoping study for a path from the West Dover Fire House to the

south access road at Mount Snow. Swings have been installed at the park and getting a lot of use. Concert series will begin July 5th and continue on Sundays from 1-3 Eight bands are lined up and are Free.

Mount Snow- Mike reported last Friday was the ground breaking ceremony with the Governor at West Lake. Due to the great weather there has been great progress to the project. There have been changes in the Marketing Dept. Mike is Peak Resorts Marketing Technology Director and Greg Fisher is the Northeast Director of Marketing for Peak Resorts. They are working on creating more events and festivals. Kelly asked him to mention potential threats to our visitor's which are poor conditions of our roads and more inns are being purchased only to be eliminated from the inventory of beds for our tourist. Carolyn will check into this. She thought these inns are available to the public.

Hermitage Club- The helicopter has been working on the installation of the Barn Stormer lift. No concerts are booked at this time. The Club House will be opening on 4th of July.. Nonnies will be opening this weekend and will remain Italian. Hermitage inn is currently open.

SeVEDS- Four successful public update forums were held throughout the region. Year long process what are the opportunities that will be leveraged. Accelerator project will be forming a committee to move the project forward. Southern Vermont Economic Development Zone was signed by the Governor yesterday; although no funding attached, this will continue to connect the Bennington and Windham Counties by developing a study committee for economic development initiatives, workforce training, retention, recruitment and sustainable business investments.

Chamber- The new logo will be featured at a juried show at Mass Art Alumni Association next week. The kioski are coming soon. Fiddlehead festival was successful! Windows of the Valley kickoffs with the stroll in Wilmington on July 3rd 4-6. 40 vendors so far for the Wine & Harvest Festival. Tough Mudder is this weekend.

Other Business:

Next meeting July 2nd.

Sharon motioned to adjourn. 2nd by Diane So moved

Respectfully Submitted,

Gretchen M. Havreluk