



**Chamber and Economic Development of the Rutland Region Board of Directors Meeting**  
**Tuesday, March 15<sup>th</sup>, 2022 | 8:00 a.m.**

**Via Zoom:**

<https://us02web.zoom.us/j/82083109940?pwd=WcTtTmJhV2t3MG5kdFhHWfZ0NnR1Zz09>

---

**Agenda**

- |  |  |
|--|--|
| • Call to Order  | John Casella II, President   |
| • Approval of Minutes from February 15 <sup>th</sup> , 2022 (pages 2-3)  | John Casella II, President   |
| • Executive Director's Report <ul style="list-style-type: none"><li>○ Sean Sargeant, Sargeant Appraisal Service</li><li>○ Statement on Conflict in Ukraine (page 4)</li></ul>  | Lyle Jepson  |
| • Committee Reports <ul style="list-style-type: none"><li>▪ Real Estate (see attached materials, page 5)</li><li>▪ Marketing (see attached materials, page 6)</li><li>▪ Finance (see attached materials, page 7)</li><li>▪ Events (see attached materials, pages 8)</li><li>▪ Business Development</li><li>▪ Policy</li><li>▪ DEI Committee (see attached materials, page 9)</li></ul> | Nicole Kesselring, Chair<br>MaryAnn Goulette, Co-Chair<br>Karen Garrow, Chair<br>Eric Mallette, Chair<br>Russ Marsan, Chair<br>Tyler Richardson<br>Shana Louiselle, Co-Chair |
| • Old Business   |  |
| • New Business   |  |
| • Adjournment  |  |

**Upcoming Meetings and Events:**

Real Estate Committee – Wednesday, April 6<sup>th</sup>, 8:00 a.m. – 9:00 a.m.

Marketing Committee – Thursday, April 7<sup>th</sup>, 12:00 p.m. – 1:00 p.m.

Policy Committee – Friday, April 8<sup>th</sup>, 12:00 p.m. – 1:00 p.m.

Finance Committee – Tuesday, April 12<sup>th</sup>, 8:15 a.m. – 9:15 a.m.

Business Development Committee – Wednesday, April 13<sup>th</sup>, 8:00 a.m. – 9:00 a.m.

Events Committee – Thursday, April 14<sup>th</sup>, 8:00 a.m. – 9:00 a.m.

CEDRR Mixer – Thursday, April 14<sup>th</sup>, 5:00 p.m. – 7:00 p.m.

Board of Directors – Tuesday, April 19<sup>th</sup>, 8:00 a.m. – 9:00 a.m.



## Board of Directors Meeting Minutes | Tuesday, January 18<sup>th</sup>, 2022 | Via Zoom

---

**Members Present:** John Casella II, Shana Louiselle, Karen Garrow, John Russell III, Jess Anderson, Sue Bishop, Michael Doenges, Mary Ann Goulette, Rolf Hirschmann, Amy Laramie, Eric Mallette, Russ Marsan, Thomas Maughs-Pugh, Kelley Robinson, Cameron Schaefer, Fran Sun, Ed Bove, Brennan Duffy

**Staff Present:** Lyle Jepson, Olivia Lyons, Tyler Richardson

**Others Present:** Chris Etori, Jon Hale, Zak Hale

**Call to order:** The meeting was called to order at 8:03 a.m.

**Approval of Minutes:** Russ moved to accept the minutes from February 15<sup>th</sup>, 2022. The motion was seconded by Rolf and passed unanimously.

### **Executive Director's Report – Lyle Jepson**

Lyle introduced and welcomed Olivia Lyons, our new Communications and Marketing Manager. Lori Pinkowski has been hired as our Office Manager and will start next week. Lyle introduced Jon and Zak Hale from Hale Resources. Jon and Zak highlighted some of the work they've been doing developing sustainable, quality housing in Southern Vermont, mostly in the Bennington area at this point. They've been talking about moving their developments into Rutland for a few years now, and they feel like now is the right time. They've built a great operation with a great team and investor partners, and they're looking to buy and renovate a portfolio of properties in Rutland. Their focus is on market-rate but all income levels are accommodated in their business model. They have extensive experience working with NeighborWorks, using the VHIP program to bring around 60 units online in the Bennington area, along with other housing partners using a variety of resources and incentives (historic tax credits, CDBG, etc.). They have been looking at potential sites and properties for redevelopment. They would prefer a 30-50 unit portfolio in the area to start as they get to know the market and local vendors, and they are looking to identify owners interested in selling. They would not exclude scattered sites. The Hales emphasized they don't want to step on anyone's toes and appreciate the opportunity to meet people and get the lay of the land.

### **Real Estate Committee**

The committee met with Jon and Zak Hale to discuss developing housing in the Rutland region.

### **Marketing Committee**

Mary Ann welcomed Olivia to the team and expressed her excitement in the transition, and reported Kim set up the transition nicely to allow for seamless operations of the marketing and concierge programs.

### **Finance Committee**

Karen referred to the minutes and indicated it was a quick meeting to review the financial reports and discuss an exit strategy from a problem loan as the loan balloons this March. We have seen a number of loan inquiries this month but none have resulted in an application.

### **Events Committee**

Eric reported we are beginning to schedule events, with the Feud scheduled for April 30<sup>th</sup> and a mixer scheduled for April 14<sup>th</sup> at the Rutland Rec Center. We are looking to schedule the Whoopie Pie Festival and Parade of Heroes on August 27<sup>th</sup>.



### **Business Development Committee**

Russ reported the committee covered a lot of topics this month, with most of the activity centered around The HUB, where 501c3 formation and grant writing are currently taking place. The committee discussed the development of a TIF district in Killington, the redevelopment of the CSJ campus, development of Phase II of the Airport Business Park, Zion Growers and their interest in the Marble Museum building in Proctor, regional priority projects, and the launch of the Community Navigator Pilot Program.

### **Policy Committee**

Tyler reported our regularly scheduled committee meeting was not held this month in place of the Legislative Breakfast which was held virtually on Monday, February 14<sup>th</sup>, at 8:00 a.m. with around fifty people in attendance.

### **DEI Committee**

Shana reported the committee has identified several action steps and they will meet again on February 25<sup>th</sup> to prioritize and determine the next steps. The committee will start developing relationships with entities that have a DEI mission and has invited Mia Schultz of the NAACP to attend the meeting. The committee presented the DEI strategy to the board for approval.

Motion: Russ moved to accept the CEDRR DEI Strategy as presented by the DEI Committee. The motion was seconded by Mike and passed unanimously.

### **Old Business**

Lyle thanked the board and the committee members for their service to the organization, as a staff as small as CEDRR's would not be able to do all the work we do without the support of the board and committees.

### **New Business**

Lyle encouraged the directors to attend the mixer on April 14<sup>th</sup>.

**Adjournment at 8:55 a.m.**

FOR IMMEDIATE RELEASE: 3/10/22

Contact: Lyle Jepson, Executive Director

Chamber & Economic Development of the Rutland Region

lyle@rutlandeconomy.com

(802) 773-2748

### **CEDRR Support for Ukraine**

There are times when silence says more than words. But it is words and courage that are now required. The Chamber & Economic Development of the Rutland Region (CEDRR) has been outspoken in our support of diversity, equity, and inclusion. Because what we say and do matters, we support communities and institutions within our region that believe that the future requires that we open ourselves to new and diverse viewpoints and innovative ideas that will provide for safety and prosperity for our neighbors, both locally and nationally. We are one world, connected in ways that link all of us socially, economically, and spiritually.

Silence can be deafening. CEDRR again chooses to be heard. We join a chorus of others in the world because we believe our eyes and ears provide us evidence of genocide that is taking place in Ukraine. What we are watching reminds us of the importance of supporting refugees from countries such as Syria, Afghanistan, and countries in sub-Saharan Africa and many other regions of the world. We watch a country, Ukraine, that struggles to preserve democracy and freedom, each of which we cherish and enjoy every day.

We join with Governor Scott in his condemnation of aggression towards the citizens of Ukraine – men, women, children, and the democracy they hold dear - and support deliberate and aggressive economic measures that will effectively target and positively influence the end of destruction and deliberate targeting of innocent civilians.

We may feel that we are a long way from the images that we see. But, in reality, we are watching our neighbors. If we can do nothing else from our small spot in the world, we can shout out our support for Ukraine and condemn the disregard for humanity on the part of Russia and Russia's leadership.

Let your voice be heard. Our leaders need to be empowered by knowing we are behind them. And, if you can provide financial support, two very reputable organizations are actively soliciting for donations. They include the [ICRC](#) (International Committee of the Red Cross) and [UNICEF](#) (United Nations Children's Fund).

*Lyle Jepson is Executive Director of the Chamber & Economic Development of the Rutland Region and lives in Rutland.*

###



## **Real Estate Committee Meeting Minutes | Wednesday, March 2<sup>nd</sup>, 2022 | Via Zoom**

---

**Present:** Nicole Kesselring, Sue Bishop, Lyle Jepson, Olivia Lyons, Tyler Richardson

The meeting was called to order at 8:03 a.m. Approval of the previous minutes was tabled due to a lack of quorum.

### **Hale Resources / CSJ Updates**

We had Jon and Zak Hale from Hale Resources present to the CEDRR board at their February meeting, prompted by their presentation at the last Real Estate Committee meeting. Jon, Zak, Tyler, and Brennan toured the CSJ campus extensively, and this has kicked off an ongoing conversation with the Hales, the RRA, and various housing organizations to look at redeveloping the CSJ campus into mixed use housing. Mary Cohen and Lyle met with Senator Leahy's office in an effort to find money for a feasibility study for CSJ redevelopment. Multiple parties have expressed interest in CSJ.

### **Rutland Airport Business Park Phase II Update**

We met with the officers of the Airport Business Park Board to determine possible funding streams to fund the infrastructure development needed for Phase II of the Park. The officers wish to proceed with grant funding that will lead directly to project implementation. Tyler will work with the State on the Northern Borders Regional Commission grant process, with the next step being bringing the full Park board together to get everyone on board with pursuing funding. The NBRC applications open in the coming weeks. Lyle reported the Airport Committee has started meeting again, with major topics being the process of building a new hangar at the airport and marketing the airport.

### **USDA RD RBDG**

We've been meeting with Elizabeth Kulas to discuss funding long-term capacity at CEDRR to have more hands-on ability to see major commercial property development projects through to completion. Elizabeth is working with the Vermont Farmer's Food Center, M&S Development, and others to redevelop the VFFC property and potentially other surrounding properties, and we'll be shadowing this effort to learn more and replicate the process.

### **Fair Haven Distribution Hub**

Joe Gunter, the Fair Haven Town Manager, is pursuing the development of a regional manufacturing/agricultural hub facility that would be connected to rail and assist producers in multiple regions access broader markets.

### **Old Business**

Rutland City has approved using \$400,000 of the City's ARPA money as grant match for The HUB. On April 14<sup>th</sup> we're holding a mixer where we will tease the grand opening of The HUB.

### **New Business**

We need to reach out to encourage more committee member involvement in this committee.

**Adjournment at 8:42 a.m.**

## **Marketing Committee Meeting Minutes | Thursday, March 3<sup>rd</sup>, 2022 | Via Zoom**

---

**Present:** Bill Ackerman, Steve Costello, Brennan Duffy, Mary Ann Goulette, Lyle Jepson, Kim Peters, Michael Talbott, Lori Pinkowski, Greg Yokov, Olivia Lyons, Polly Mikula, Bill Moore

The meeting was called to order at 11:32 a.m.

### **Staffing Introduction**

Lyle Jepson introduced Lori Pinkowski as the new Office Manager for CEDRR. Lori told the group about her background in marketing and events, and being from the Rutland area. Lyle introduced Greg Youkov, CEDRR's website designer. Lyle introduced Olivia Lyons as CEDRR's new Communications and Marketing Manager, she talked about coming from WCAX and being back in her hometown.

### **Weekend Getaway**

Discussed change of dates. Steve Costello suggested before school begins, but Lyle says it conflicts with Whoopie Pie and Parade of Hero. Olivia asked if anyone would be interested in joining the subcommittee, Kim Peters volunteered. She will be joining Olivia, Bill Moore, Amy Laramie, and Steve. Steve suggested the carving studio because an artist will be working on Batman. Mary Ann Goulette suggests promoting the covered bridge, brew tours, and art tours to local people. Steve suggested working with the Downtown Rutland Partnership mural app. Dates to announce the campaign might be in May and the campaign would potentially run in June and July.

### **Town Assets**

Fair Haven has some businesses interested in working with CEDRR. Most of their downtown businesses are female-owned, which CEDRR plans to highlight.

### **Fundraising**

Lyle says all requests from towns have been approved, so it is important to continue promoting what they have to offer. Lyle says Vermont is working on substantial funding to do their own marketing and part of it will filter down to us. Funding is not a done deal.

### **Concierge Volunteers and Meet Up**

Real Rutland is looking for more volunteers. Olivia shared she and Bethany Sprague are working on a meet-up for concierges and marketing may change to keep people who moved here, here.

### **Other**

Brennan Duffy suggested a mixer at Killington, asking the Governor to talk about Rutland and Vermont to capture those who are here for the weekend to ski and ride. Bill says Brandon is working on an Electric Fest for July 9th, press will begin next week. Lyle told the committee the Rutland City Board of Aldermen will match funds for The HUB and the governor is also adding matching money in his budget. CEDRR mixer at the Rec Center on April 14 will reveal The HUB. Kim is excited and telling people to save the date.

The meeting adjourned at 12:06 p.m.

Next meeting is Thursday, April 7, 2022, at 11:30 a.m.

Potential topics

- Weekend getaway itinerary formatted by the subcommittee
- CEDRR mixer
- Discuss a date for a tour of The HUB



## **Finance Committee Meeting Minutes | Tuesday, March 8<sup>th</sup>, 2022 | Via Zoom**

---

**Present:** Karen Garrow, Mark Foley, Jr., Chris Keyser, Russ Marsan, Deb Quirk, Lyle Jepson, Olivia Lyons, Lori Pinkowski, Tyler Richardson

The meeting was called to order at 8:17 a.m. Approval of the minutes was tabled due to lack of a quorum. Lyle introduced Olivia and Lori and welcomed them to the staff.

### **CEDRR Internal Financials**

The committee reviewed the financial reports including the CEDRR P&L, balance sheet, and regional marketing activity. While we continue to show gains month-to-month in our financial reports, Lyle and Tyler will be working with Seward to gain a better understanding of our overall operational financial health. As we continue to expand programs and marketing, we want to get a better sense of what money is encumbered and how different areas of activities are performing to get a more complete picture of the overall organization, particularly as our programming expands rapidly.

### **Revolving Loan Fund**

All loan clients are current on payments except for loan #108-01-01. The committee discussed loan #108-01-01 and the ballooning of the loan scheduled for March 15<sup>th</sup>. The committee asked staff to produce an amendment to the loan agreement extending the balloon for 60 days. The committee suggested adding cross-default language to the amendment so a default on our loan reflects a default on all the loans in the financing arrangement – the other lenders would need to sign this amendment, and Tyler will reach out to the other lenders first to give them a heads-up. We should also consider producing a form for the borrower to sign binding the borrower to use any SBA EIDL loan money the business receives towards paying off our loan first, as a part of the amendment. Deb will send Tyler example language for this amendment. Loan #108-01-01 is behind on February's payment, and being current on all payments is a condition of granting this extension.

### **Old Business**

None.

### **New Business**

Lyle encouraged the committee members to attend the CEDRR mixer on April 14<sup>th</sup> and the Real Rutland Feud on April 30<sup>th</sup>. Lyle announced the opening of the Hub is being planned for June, the City has approved \$400,000 and the Governor's budget has approved \$166,000 in grant matching funds for the Hub, and area businesses and individuals continue to contribute. Deb announced the People's Bank merger is moving forward. The next meeting is scheduled for Tuesday, April 12<sup>th</sup>, at 8:15am.

**Adjournment at 8:51 a.m.**



### **EVENTS COMMITTEE MEETING MINUTES, March 10, 2022, 8 am**

**Present:** Chrispin White, Eric Mallette, Sara Furman, Penny Inglee, Karen Worcester, Kathleen Taft, Bill Ackerman, Jessica Anderson, Amy Laramie, Olivia Lyons, Lori Pinkowski

#### Real Rutland Feud April 30<sup>th</sup> 7:00pm Paramount Theater

Team Meeting taking place 3/10 at 5:30 at Southside Steakhouse. Pictures will be taken first then mix and mingle, we'll go over the rules and then teams are free to go.

- Olivia will promote Real Rutland Feud via social media and newsletter as well as through print ads and radio. Also, at our April 14<sup>th</sup> mixer where we will have 4 tickets as part of door prizes to be given away at the Mixer
- Olivia also to get Eric a digital copy of the Playbill once it's completed so that people at the show can scan the QR code on the back of their seats to get a copy displayed directly on their phone.
- Lyle and Lori did a walk through at The Paramount to get a visual of how it's run

#### Mixer scheduled for April 14<sup>th</sup> at Rutland Recreation Community Center:

- There will be a speed networking activity with a maximum number of 24 participants
- The unveiling of the Hub will take place as well as possibly introductions of the new Director of the Downtown Rutland Partnership
- There will be door prizes given away
- Food is all set with Roots, we just need to pick out the menu
- Chrispin & Lyle will walk through the Community Center with Director Kim Peters
- Olivia will promote this event in the newsletter and social media as we would like the general public to participate as well
- Chrispin is working on getting sponsors for the speed networking activity
- Karen Worcester has offered her help at this event

Whoopie Pie Fest – Scheduled for August 27. Next Meeting is March 28<sup>th</sup> at 8:30 am

Weekend Get-Away – dates are September 22-25. The goal is to get 5 households to Rutland county area to showcase the area with all we have to offer here. Olivia reported there will be a sub-committee formed to set up an Agenda for the weekend. There will be a meet-and-greet the first night and other activities will be planned throughout the weekend.

Next meeting scheduled for April 14, 2022, 8 am





## DEI Committee Meeting Minutes Friday, February 25, 2022

**Present:** Shana Louiselle co-chair, Courtney Widli co-chair, Thomas Franco, Nikki Fuller, Bill Moore, Lyle Jepson

**Guest:** Mia Schultz President of the NAACP, Olivia Lyons, Lori Pinkowski

- Introductions to newest CEDRR staff – Lori and Olivia!
- Mia Schultz, NAACP of Addison, Bennington & Rutland Counties
  - Discussed programming/services
    - Hair Clinics
    - Downtown Rutland Mural in response to racial reckoning. Collaborating with building owner. \$25-30K funding need.
    - Freedom Fund Dinner – CEDRR promoted event in newsletter, resulting in support from Rutland business community. Let's do more of this!
    - Resource for local school issues/complaints
    - Bridging gaps
      - Leading difficult conversations – opportunity for partnership with the Hub?
      - Giving voice to underrepresented communities (BIPOC businesses, Black History, LatinX Heritage, Indigenous, LGQTBI, Women, etc)
    - NAACP Membership -- \$750 for corporate membership – opportunity for CEDRR to engage more directly
    - VTPOC Job Directory - \$50 per job description
    - Racial Justice Survey provided to candidates running for offices (only 32 responses)
    - Hosting panels to give voice to BIPOC community (experience of living in Rutland, misconceptions of black fatherhood, etc) – needs more funding to continue
- DEI Strategic Plan discussion
  - Short term priorities
    - Newsletter – continue to highlight stories (Olivia will be point person for DEI stories/ideas)
    - Membership to NAACP (Lyle to check on feasibility)
    - Budget – CEDRR Finance Committee will be working on next year's budget for approval in August. Tyler will begin initial assessment.
    - Website updates – add CEDRR's DEI statement to website (Lyle and Olivia to look at website and decide on next steps. Possibility of including it in membership package)
    - Inclusivity Survey – Thomas will do initial research on survey details. Will coordinate with Shana.
    - Board Diversity Audit – Shana will do initial research on Board Audit details and report back to Committee next month.
    - Advancing Employee Handbook to establish policies – delegate initial steps to Tyler?

**Next meeting** – March 25 @ noon, will try to meet regularly on the fourth Friday of each month at noon. Bring your own sandwich.

50 Merchants Row, Rutland, VT 05701  
(802) 773-2747 | [rutlandvermont.com](http://rutlandvermont.com)  
[Info@rutlandeconomy.com](mailto:Info@rutlandeconomy.com) | [Chamber@rutlandvermont.com](mailto:Chamber@rutlandvermont.com)