



Board of Directors Meeting
Tuesday, March 21st, 2023 | 8:15 a.m.
IN PERSON: The Hub CoWorks, 67 Merchants Row
Remote Option:

<https://us06web.zoom.us/j/8028021111?pwd=M2tYNHNOU3RzTUZiemkrVmk0MmFvUT09>

Agenda

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| <ul style="list-style-type: none">• Call to Order | Shana Louiselle, President |
| <ul style="list-style-type: none">• Approval of Minutes from February 21st, 2023 (pages 2-4) | Shana Louiselle, President |
| <ul style="list-style-type: none">• Executive Director's Report<ul style="list-style-type: none">○ CEDS Board Resolution of Support (see attached resolution (page 5))○ Mike Doenges, Rutland City Mayor | Lyle Jepson |
| <ul style="list-style-type: none">• Committee Reports<ul style="list-style-type: none">▪ Real Estate▪ Marketing (see attached materials, pages 6-7)▪ Business Development (see attached materials, pages 8-9)▪ Events (see attached materials, pages 10-11)▪ Finance▪ Policy (see attached materials, page 12)▪ DEI | <div>Nicole Kesselring, Chair</div> <div>MaryAnn Goulette, Co-Chair</div> <div>Russ Marsan, Chair</div> <div>Eric Mallette, Chair</div> <div>Karen Garrow, Chair</div> <div>Tyler Richardson</div> <div>Shana Louiselle, Co-Chair</div> |
| <ul style="list-style-type: none">• Old Business• New Business | |
| <ul style="list-style-type: none">• Adjournment | |

Upcoming Meetings and Events:

CEDRR Mixer (FW Webb) – Tuesday, March 21st 5:00 p.m. – 7:00 p.m.

DEI Committee – Friday, March 24th, 11:00 a.m. – 12:00 p.m.

Real Estate Committee – Wednesday, April 5th, 8:15 a.m. – 9:15 a.m.

Marketing Committee – Thursday, April 6th, 11:30 a.m. – 12:30 p.m.

Finance Committee – Tuesday, April 11th, 8:15 a.m. – 9:15 a.m.

CEDRR Business Show (Rutland Recreation Community Center) – Tuesday, April 11th, 4:00 p.m. – 7:00 p.m.

Business Development Committee – Wednesday, April 12th, 8:15 a.m. – 9:15 a.m.

Events Committee – Thursday, April 13th, 4:00 p.m. – 5:00 p.m.

Policy Committee – Friday, April 14th, 12:00 p.m. – 1:00 p.m.

Board of Directors – Tuesday, April 18th, 8:15 a.m. – 9:15 a.m.



Board of Directors Meeting Minutes, February 21, 2023, 8:15 a.m.

Present: Russ Marsan, Shana Louiselle, Karly Haven, Raven Crispino, Rolf Hirschmann, Amy Laramie, Alex Hilliard, Jess Anderson, Nicole Kesselring, Kelley Robinson, Karen Garrow, Devon Neary, Lyle Jepson, Tyler Richardson, Chrispin White, Olivia Lyons, Scott Graves, Karly Haven, Lori Pinkowski

The meeting was called to order at 8:18 a.m.

Approval of minutes: Jess Anderson made a motion to accept the minutes of the January 17, 2023 meeting. The motion was seconded by Russ Marsan and passed unanimously.

Executive Director Report: Lyle turned the floor over to Scott Graves, Program Director for Start Up Rutland, and The Hub CoWorks. Scott reported that 66% of the dedicated office space is filled with 4 out of 15 offices left to fill. The Richards Group took a section of The Hub, and we have 6 regular monthly members plus we've had ~16 dailies since January. We have a database of 104 subscribers and prospects of which ~75 are prospects which includes daily rate payers who we are engaging for upgrading through our CRM system engagement. We've launched our marketing efforts, both digital and non-digital and includes first membership campaign. Efforts will accelerate as the Community Development Specialist is hired. There will be 26 different classes taking place over the next several months in conjunction with the UVM PACE program and VT Law School who will be offering a seminar series and special projects. Regarding fundraising, Scott has engaged with all of Vermont's Private Equity sources except one which will happen next week. He is investigating several out of state sources who have an interest in our work as an incubator. We have developed a plan for leveraging incoming capital sources with private funds from investors and institutional to create our first fund. Scott is actively recruiting staff that he hopes to hire by the end of March if not sooner.

Real Estate: No meeting took place in the past month.

Marketing: Olivia reported that meetings with area businesses are going well, and we are about 65% to our goal. The budgets being presented include regional marketing, events, and membership. Meetings with the Towns are also going well with some towns giving more than in years past. Another weekend getaway is being planned for 2 couples and will focus on mountain biking in the area along with events happening in the region. Vermont State Parks reached out to us to start a pilot program where they give passes to new Vermonters. Conversations are happening with the State of Vermont Tourism Department as they view Real Rutland marketing as a blueprint for Rutland County. Karly and Olivia have meetings set up with larger employers in Rutland County to discuss connecting the concierge program with their efforts to recruit employers and make them part of the onboarding process. Olivia reported that there has been some negative press about Rutland recently and we are working to combat that with positive stories. She asked the Board for assistance in sharing any positive news/photos with her so she can market it.

Business Development: No meeting took place in the past month.



Events:

Mixers: Chrispin reported the Stafford Technical School mixer held on February 14th was a success. Given that it was Valentine's Day, we still had about 60-70 people attend. There were 2 students who talked about the programs they are in and how much they enjoy their time at STC, and a few students helped lead tours of the facility. Alex inquired for the 2nd time if there was any progress made on getting childcare for Mixers and events in general. Chrispin said, yes, for the Business Show, and will look into it for Mixers.

2023 is booked for the year and looking at 2024, there are only 3 slots open. Chrispin stated he hoped to get some mixers in the Western part of the county.

Next mixer is on March 14, 2023, at FW Webb on Cold River Road.

Real Rutland Feud: Last year we sold a total of 387 tickets and as of today we've sold 460 tickets. The event is being pushed heavily on social media and the teams are also sharing information.

Business Show: Taking place Tuesday, April 11, at the Rutland Community Center. The link to register will be sent out this week to our membership.

Whoopie Pie Festival: Taking place Saturday, September 16th. We received approval for the BOA to close Center Street and Merchants Row. We will be expanding the activities down Merchants Row and increase space for more whoopie pie vendors and entertainment. Save the Date emails went out to last year's vendors as well as potential other vendors and we have 1 signed up already from MA. 2 Food trucks have also been secured for the day.

Finance: Karen reported Davis & Hodgdon presented the audit and that it was favorable with a lot of good information. CEDRR finances look strong, and we are purchasing equipment for The Hub. Negotiations were successful on the outstanding loan and all past due balances and finance charges have been paid. Loan documents still need to be signed and an ACH put in place.

Policy: In lieu of a meeting, CEDRR hosted an Act 250 meeting with the public. The Board Chair, the Executive Director and District 2 Coordinators of Act 250 presented a broad overview, however participants had very specific questions. It was a good start to the conversation and Lyle reported that we were the first in the state to host one of these meetings since pre-COVID.

DEI: Shana reported they are in discussions about marketing the Business Show to the Spanish speaking population in Rutland County, which is quite large. Daniel is looking into becoming a translator through a difficult certification process. They are also exploring to see if other CEDRR members are bilingual and want to become certified.



Old Business: Killington TIF District: Nicole presented to the KPAA a housing design for 250-300 workforce housing units. The Town of Killington has an option on the piece of property where the units would be located. The Town has plans to redesign the bottom of the Access Road to include a bike path and car safety features. On March 7th voters are going to be asked to approve a Bond in support of the Killington Forward Project, which will include water system infrastructure needed for businesses to expand and the Killington Village to become a reality.

CSJ: Lyle reported that Mary Cohen had shared with him an updated a PDF from M&S Development. She is continuing conversations with businesses in Rutland County to secure funding for the project. Mary has a March 15th deadline to secure her funding. A special Board Meeting may need to take place prior to our regularly scheduled Board Meeting (on the 21st) to discuss the proposal again.

New Business: Shana Louiselle began New Business with, “I will entertain a Motion to enter into Executive Session to discuss potential contract details relating to a potential real estate transaction.” The motion was moved by Karen Garrow and seconded by Rolf Hirschmann and passed unanimously. The Board entered Executive Session at 9:06 a.m. When Executive Session was over, Shana said “I will entertain a Motion to exit the Executive Session”. The motion was moved by Rolf Hirschmann and seconded by Karen Garrow and passed unanimously. The Board exited the Executive Session at 9:15 a.m. and took no action.

Board Meeting adjourned at 9:15 a.m.

Next meeting is scheduled for March 21, 2023 at 8:15 a.m.

May need to hold a special Board Meeting prior to March 15th. See notes under Old Business/CSJ.



Resolution

Adoption of the West Central Vermont Comprehensive Economic Development Strategy (CEDS)

WHEREAS, Title 24, V.S.A. §4345a in part requires that regional planning commissions promote the mutual cooperation of its municipalities and assist municipalities, compacts, and authorities within the region to facilitate economic development programs for the appropriate development, improvement, protection, and preservation of the region's physical and human resources; and

WHEREAS, regional development corporations are 501(c)(6) member-based, private, not-for-profit corporations governed by a Board of Directors elected by the member businesses and organizations with a mission to promote the sound economic development; and

WHEREAS, Chittenden County Regional Planning Commission applied for and received a Planning and Technical Assistance Grant from the US Department of Commerce Economic Development Administration (EDA) in 2020 to develop a comprehensive economic development strategy (CEDS) in cooperation and partnership with Addison County Economic Development Corporation, Addison County Regional Planning Commission, Central Vermont Economic Development Corporation, Central Vermont Regional Planning Commission, Chamber and Economic Development of the Rutland Region, Greater Burlington Industrial Corporation, and Rutland Regional Planning Commission (hereafter referred to as the CEDS Partners); and

WHEREAS, West Central Vermont includes the geographic service territory of Addison County Regional Planning Commission, Central Vermont Regional Planning Commission, Chittenden County Regional Planning Commission, and Rutland Regional Planning Commission; and

WHEREAS, the CEDS Partners engaged in a two-year and a half planning process from 2020 to 2023 to develop the West Central Vermont Comprehensive Economic Development Strategy in compliance with 13 CFR 303.6; and

WHEREAS, the CEDS Partners solicited public comment on the draft West Central Vermont Comprehensive Economic Development Strategy on June 21, 2022, and again on November 1, 2022, and incorporated feedback into the document; and

NOW, THEREFORE, BE IT RESOLVED BY CHAMBER AND ECONOMIC DEVELOPMENT OF THE RUTLAND REGION, that, in compliance with 13 CFR 303.6, CCPRC adopts the West Central Vermont Comprehensive Economic Development Strategy.

Dated at Rutland, Vermont, this _____ day of March, 2023.

CHAMBER AND ECONOMIC DEVELOPMENT OF THE RUTLAND REGION

Shana Louiselle, Chair

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Marketing Committee Meeting Minutes | Thursday, March 2, 2022 | Via Zoom

Present: Lyle Jepson, Kim Peters, Olivia Lyons, Karly Haven, Michael Talbott, Greg Youkov, Sarah Pelkey, Tiffany Saltis, Mary Ann Goulette, Traci Moore

The meeting was called to order at 11:31 a.m.

Subcommittee Update

Olivia opened the meeting by presenting ads Real Rutland has been using on social media. Lyle said Real Rutland is doing well by keeping better track of the people who are moving here and where they are moving to, and specifically targeting people who legitimately want to move here. Mary Ann said we want people to move here, but we also need to address the issues why they are not moving here, like housing and determine how we can help. Olivia said we need to create more actionable items, like a checklist for moving here, tips to finding housing, and so forth. We need to create more positive content as well. Olivia said we are going to add something to our CEDRR newsletter asking for stories and photos, but she is worried about negative comments if we make the call-out on social media. Kim suggested turning social media comments off and creating a link to survey monkey. Mary Ann said to make sure other towns are contributing. Tiffany suggested creating an incentive for those who share stories and photos. If you submit you get a puzzle, keychain, sticker, and are entered for a raffle for dinner. We are also working on retention. Karly and Olivia are visiting with businesses to help their new employees and families feel welcome once they are here so they stay. Our committee also discussed quarterly or three times a year mixers with our concierge volunteers and new residents as well. Karly shared six people have moved since January of 2023 and four more are in progress. Olivia shared the ugly, ten-page resource list we have for almost anything you need in Rutland County. We have asked the committee to take a look and add anything they feel is missing. Once it is finalized, Olivia will send it to Lyz Tomsuden so she can work her magic. Lyle suggested it be a PDF booklet with links. Greg presented his findings. There have been some changes like new staff members, a change in marketing (moving in house), negative press, and housing issues. He echoed we need more actionable items, we need to work on the Real Rutland website's SEO, we should increase ad spend, team up with a local hotel to create more incentives for people, and explore Reddit. Sarah said as people are interested in Poultney, there are more discussions regarding demographics, she is wondering if she can get any of that information and if it can be narrowed down further. Karly said she is working on gathering more information regarding where people are moving, unfortunately, we only know when people tell us.

Real Rutland Feud Recap

Mary Ann said she wasn't there, but the chatter has been great. Med Zeppelin, one of the RRMCM teams won the show. We had over 550 people in the audience. This year the teams were very enthusiastic, brought a huge crowd, shared posts on social media, and were active. Lyle said we made about \$19,000 for Real Rutland from this event.

The Hub Marketing

Lyle said marketing will begin on Real Rutland's social media pages to create awareness for people not only here, but across the country. The Hub is on CEDRR's website and Greg said there are a lot of exciting things in the works.

Mini Mountain Bike Weekend Getaway

Olivia presented a budget for the weekend getaway. The total cost will be around \$5,000. Lyle said he views it as \$5,000 for two couples to have a great time, tell their friends and family, and get the ads in front of half a million people. Olivia said there will be the same process, those who want to take part will need to interview with her to win. Sarah said the bike rental business in Poultney lets you take the bikes wherever, so the couples could bring them to Pine Hill Park as well. She said the partnership between Poultney, Rutland, and Killington is growing stronger. The goal is to begin advertising at the end of the month and through April.

The meeting was adjourned at 12:11 p.m.

Potential topics for next week:

Mountain Biking Getaway Marketing

Real Rutland Retention Update

Real Rutland Content



Business Development Committee Meeting Minutes **Wednesday, March 8th, 2023 | Via Zoom**

Present: Russ Marsan, Mark Foley Jr., Rick Gile, Jerry Hansen, Alex Hilliard, Alan Hochberg, Bernie Krasnoff, Greg McClallen, Lyle Jepson

Guest: Mary Cohen

The meeting was called to order at 8:17 a.m. Bernie made a motion to approve the minutes from January 11th. The motion was seconded by Jerry and passed unanimously.

CSJ Update

Mary thanked the CEDRR Board for its willingness to serve as the holding entity for the CSJ property. However, due to the short timeframe that the Housing Trust had to raise funds towards the project, the proposal has been removed from the table. The option agreement will expire and CEDRR's help will no longer be necessary. Employers are supportive of the process, but need more time to vet the request through their administrative channels.

Mary indicated that the Housing Trust is now looking at a different property upon which they intend to focus the development effort. This will allow the Housing Trust to utilize the master plan that was created using funding that the City provided. The project is in addition to the Columbia Avenue plan, which will result in 22 units, of which 13 will be new units to the market. Russ thanked Mary for her efforts to bring more housing to the region.

TIF Updates

The voters in Killington passed the bond during Town Meeting day voting. The bond will provide for financing the water project, which will clear the way for development by Great Gulf. Bernie pointed out that the upcoming growth in Killington will help both the Town of Killington and the entire Rutland Region.

The Rutland City TIF committee continues to pursue development projects that will provide evidence to the VEPC Board that a TIF is an appropriate tool for the City. Whereas the Killington Forward has a clearly defined development plan and infrastructure need, the Rutland City proposal will need to rely upon several smaller development projects that will provide for adequate tax increment to fund an infrastructure project.

The committee's work is ongoing. One target is the Lynda Lee site, which has been vacant for decades. CEDRR, with consultation from Elisabeth Kulas, requested and received permission from the Rutland City Board of Alderman to apply for a Vermont Community Development Program feasibility study. The goal is to determine the best and highest use for the site. Assuming ownership changes in the near future and that the site is cleaned up, from an environmental standpoint, having a plan for use of the site is intended to be used to attract a developer. Information on the scope of the feasibility study was provided in the agenda packet.

Lyle pointed out that Senate Bill S.83 proposes the creation of Project Based TIFs, which support smaller towns with one development project associated with one infrastructure project. The Vermont League of Cities and Towns is leading a campaign to provide information to legislators from towns on the importance of moving the bill forward.



Northern Borders Regional Commission Grant

The Airport Industrial Park Executive Committee will meet soon to discuss the NBRC grant that will provide for water infrastructure to Phase 2 of the Park. Elisabeth Kulas is helping with grant management. Tyler is leading the effort.

Act 250 Follow Up

Lyle and Tyler met with the NBRC Board Chair and Montpelier staff as a follow up to the presentation in February. The need for additional staff in the Bennington/Rutland office was emphasized again. Timely customer service is the goal.

Old Business

Lyle pointed out that StartUp Rutland hiring is underway. It will be a marathon and not a sprint as we develop the program and fill the space. Discussion took place regarding food start-up businesses, the potential for doing so in the Hub or at the Vermont Farmers Food Center. Cobranding with gyms and other businesses will help increase Hub users, as they earn benefits for being members. It was emphasized that the Hub is intended to incorporate the entire downtown of business partners.

New Business

Alex's business is on the cusp of moving from a small studio to a much larger physical fitness space, 10X more space, which will benefit Alex's members. VT AthletaFit will be located on Main Street in Poultney.

Adjournment at 8:55 a.m.



Events Committee Meeting Minutes

Thursday, March 9th, 2023 - 4pm

Attendees: Lyle Jepson, Olivia Lyons, Jessica Anderson, Chrispin White

1. **Real Rutland Feud** a huge success! 550 tickets sold. The event raised \$19,338 vs \$11,934 last year. Date for next year is February 24th.
2. **Mixers** – No openings until January 2025
3. **Business Show – Tuesday, April 11th, 2023 – Rutland Recreation Community Center**
 - Registration is open
 - Pre-Show Program – RYP/CU Internship Program
 - Volunteers need for the following time periods:
 - 2pm – 4pm – vendor registration, guiding vendors to tables
 - 4pm – 6pm – vendor registration
 - 6pm – 7:30pm – vendor registration, breakdown
 - Catering – Food/Bar – East Creek Catering understaffed and unable to commit - waiting for Roots to confirm.
 - Admission Fee - \$5
4. **Whoopie Pie Festival – Saturday, September 16th, 2023**
 - Planning Committee Zoom meeting – **Wednesday, March 15th – 8:30am**
 - Street Closures – Center Street and Merchants Row
 - Red Trousers Group – Contacted – may have another event (will help us find a suitable replacement, if needed)
 - Length of the event – 12pm – 5pm
 - Whoopie Pie Vendors – all contacted – 3 confirmed
 - Green Street – Merchants Row
 - Food Trucks – 2 confirmed – waiting on 2 others
 - Whoopie Pie Distribution – end of event
5. **Discussion: Creating more structure/strategic planning for Committee** – A few topics discussed were:
 - 3 – 5-year strategic plan for events – utilizing past Chamber events as a guide
 - Brainstorm new potential events/delegate planning responsibility of new events to committee members
 - Create subcommittees for events: Real Rutland Feud, Business Show, Whoopie Pie Fest, Annual Meeting/Mixers
 - Develop a mechanism to receive input from the community for event ideas (what else would you like to see)

- Increase public awareness about CEDRR sponsored events; examples: radio, news features, Nina Keck at Vermont Public
- Expand pre-event marketing of events
- Recruit more committee volunteers
- Explore different meeting time to increase participation (morning vs afternoon)
- To attract more people to mixers there should be a learning aspect; something new people have never seen or done before (make arrangement with mixer host)



Policy Committee Meeting Minutes | Friday, March 10th, 2023 | Via Zoom

Present: Ray Ault, Doug Babbitt, Mary Ann Goulette, Devon Neary, Cam Schaefer, Lyle Jepson, Tyler Richardson, Andrew Brewer

The meeting was called to order at 12:03 p.m. Introductions were made and the group welcomed Andrew Brewer from Downs Rachlin Martin.

Downs Rachlin Martin Legislative Review – Andrew Brewer

Andrew gave an update on the state of the legislature. The Vermont RDCs meet every week to review large amounts of legislation. VEGI has been a big topic, as bills have been introduced to overhaul the program with measures suggested that would effectively kill the program. There has been a lot of testimony around this, and we have been advocating for extending the program, as it is due to sunset this year. It has come down to an issue over transparency, with the auditor wanting more scrutiny over the executive sessions where confidential information is discussed relating to the businesses applying for VEGI. This could open a can of worms regarding laws around executive session protections. The feeling is this will go to a study group. The Governor's budget has money for many programs, including missing middle housing, VHIP, bylaw modernization, Vermont Training Program, a fund focused on regional growth, brownfields assessment and cleanup, and various "navigator" programs. There's a housing bill, S.100, that would make it easier to develop housing in already developed areas by making Act 250 changes – there is some controversy around this, and it is expected the Act 250 language will be removed. It could be a big step forward toward developing much-needed housing but the bill has a long way to go. Project-based TIFs have stalled in the Senate Finance Committee, with an expectation it will not make crossover. The clean heat standard bill is causing controversy, as there are concerns around affordability issues for Vermonters and no one understands the proposed system of credits very well. The Governor would like to see a system designed and brought back to the legislature to vote, as opposed to voting to approve a system yet-to-be-designed. The bill is moving forward, and they will have two years to design and vote on a system. Fuel dealers will be heavily impacted. Paid family and childcare bills are moving forward, which will have big dollar amounts attached to them that are so far unknown. While the conversation around the childcare bill continues to move the bill forward, it's running out of steam a bit, compared to the paid family leave bill which is moving forward quickly. If both bills pass, it would likely result in a 2% payroll tax. There are various labor bills considering the elimination of at-will employment and non-compete agreements, but it's hard to see how those bills will be able to move in time for crossover. More appropriations for RDCs and RPCs are moving forward. Next Friday is crossover, and it will be a hectic week as legislation scrambles to make it through committee.

Castleton University Rutland Advisory Board

A former president of Castleton University started this advisory board as a method for the president to communicate issues of importance to the University to the legislators, business leaders, and Rutland region communities. They have not met since June 2022, and we have reached out to the incoming Vermont State College President to reignite this group and reengage with the President. The group meets on March 27th.

Old/New Business

None.

Adjournment at 1:07 p.m.