



Chamber and Economic Development of the Rutland Region Board of Directors Meeting

Tuesday, May 18th, 2021 | 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 April 20th, 2021 John Casella II, President
(see attached minutes, [pages 2-5](#))
- Executive Director's Report Lyle Jepson
Whitney Ramage, 77ART
- Committee Reports Nicole Kesselring, Chair
 - Real Estate (see attached minutes, [page 6](#)) Steve Costello, Co-Chair
 - Marketing (see attached minutes, [pages 7-8](#)) MaryAnn Goulette, Co-Chair
 - Finance (see attached minutes, [page 9](#)) Karen Garrow, Chair
 - Events (see attached minutes, [pages 10-11](#)) Eric Mallette, Chair
 - Business Development (see attached materials, [pages 12-38](#)) John Russell III, Chair
 - Membership (see attached minutes, [pages 39-40](#)) Laurie Mecier-Brochu, Chair
 - Policy Tyler Richardson
- Old Business
- New Business
- Adjournment

Upcoming Meetings:

Legislative Breakfast – Monday, May 24th, 8:00 a.m. – 9:00 a.m. ([register online](#))

Real Estate Committee – Wednesday, June 2nd, 8:00 a.m. – 9:00 a.m.

Marketing Committee – Thursday, June 3rd, 12:00 p.m. – 1:00 p.m.

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

Business Development Committee – Wednesday, June 9th, 8:00 a.m. – 9:00 a.m.

Events Committee – Thursday, June 10th, 8:00 a.m. – 9:00 a.m.

Membership Committee – Friday, June 11th, 8:00 a.m. – 9:00 a.m.

Board of Directors – Tuesday, June 15th, 8:00 a.m. – 9:00 a.m.



**Board of Directors Meeting
Minutes - April 20, 2021 via Zoom**

Members Present: Jessica Anderson, John Casella II, Mary Cohen, Steve Costello, Mark Foley, Jr., Karen Garrow, Mary Ann Goulette, Nicole Kesselring, Amy Laramie, Shana Louiselle, Eric Mallette, Russ Marsan, Greg McClallen, Laurie Mecier-Brochu, Traci Moore, Kelley Robinson, John Russell III, Cameron Schaefer, Mark Werle

Staff/Intern Present: Penny Inglee, Lyle Jepson, Casey Moon, Tyler Richardson, Brooke Rubright, Kim Rupe

Guest: Nikki Fuller, Workplace Matters, PLLC

Call to order: The meeting was called to order at 8:02am.

Minutes: Steve Costello moved to accept the minutes of the March 16, 2021 Board of Directors meeting. The motion was seconded by Russ Marsan and passed unanimously.

Executive Director's Report – Lyle Jepson

Introduction: Cameron Schaefer from GE-Aviation was introduced as the newest Board Member. Mr. Schaefer will replace Drew Smith who has relocated out of the area.

DEI Training: Nikki Fuller of Workplace Matters, PLLC was introduced. Ms. Fuller has 25 years of experience and is certified in DEI training. She is also an attorney, HR professional and Vermont resident for the past 30 years.

Mr. Jepson asked that the Board of Director's approve the proposal for DEI training, associated funding, engage Ms. Fuller and the Resolution that was provided. If approved the Board of Directors and Staff would be asked to participate in three trainings as outlined in the information provided in the Board Packet. Penny Inglee will send out information on how to sign up for preferred times on the specified dates.

In anticipation of approval a DEI Committee has been formed which includes a mix of men, women, and people of color. Staff members on the committee are Lyle Jepson and Kim Rupe.

Ms. Fuller noted that she is ready to work with CEDRR to get the necessary work done and that she has found Vermonters ready and willing to embrace differences.

A brief positive conversation occurred about the importance of the Resolution and associated training.

Mark Foley Jr. made a motion to approve the DEI Training, funding and Resolution. The motion was seconded by Mark Werle and passed unanimously by the Board of Directors.

Committee Reports:

Marketing – Mary Ann Goulette/Steve Costello

- Lift has been retained for Phase 4 which will focus on targeting job seekers.
- There is about \$120,000 that has been raised for Regional Marketing.
- Kim Rupe has been working with an intern to gather content for the website on each town.
- Red Carpet Concierge program has been very successful.
- Twenty-one families and individuals are actively engaged.
- Ten families/individuals have or are in the process of relocating.

Real Estate Committee – Nicole Kesselring

- Ann Clark Cookie Cutters has moved back to the Quality Lane building.
- The Mint is in the process of setting up in their new space at the Quality Lane building.

Events Committee – Eric Mallette

- Trivia: This is the final week of the first five-week session. There are 45 people participating and it has gone very well. We are looking for ways to monetize trivia, possibly running another five-week session and/or bringing trivia into businesses for team building.
- Rally Rutland Cookie Challenge: Work continues on this challenge which we hope will go virtual locally. Local people will be asked to complete the “Cookie Face” challenge to raise funds for Robo-Rhino Robotics Team and Regional Marketing.
- Whoopie Pie Festival: CEDRR and Paramount Theatre are planning to work with other partners in the community to create a new community event – Whoopie Pie Festival. The festival would take place in October. Originally the plan was to include a parade of heroes to celebrate the front-line workers throughout the pandemic. With the state opening up sooner than expected the parade and announcement of the Whoopie Pie Festival would take place in August. More to come.

Membership Committee – Laurie Mecier-Brochu

- The staff has done a great job of keeping in touch with members.
- Letters will go out soon to members that are past due with additional payment options which may include a discount for paying in full and a reminder of ACH payment options.
- New position: The Board of Directors was asked to consider bringing Brooke Rubright on full time following her graduation from Castleton University. Her current position would be expanded to include membership development. The position would include meeting with members and revenue generation. Funding for the position has been reviewed by the Finance Committee. Laurie Mecier-Brochu made a motion to approve the expansion of the current part-time position to a full-time position and retain Brooke Rubright to fill the position. The motion was seconded by Mary Ann Goulette and passed unanimously by the Board of Directors.

- **Membership Drive:** The committee would like to hold a membership drive which would include Board Members participating and helping to bring in at least one new member. Penny Inglee will provide the Board of Directors with the current member list and a list of businesses who have dropped their membership recently.

Policy Committee – Tyler Richardson

- The committee is looking for a new chair since Drew Smith has left the area.
- A wrap up Legislative Breakfast is scheduled for May 17th.
- The Legislature is currently working on a rental assistance program to directly assist landlords.
- There is also a need for assistance with creating market rate rentals in the area.

Finance Committee - Karen Garrow

- Financial Report was provided in the packet.
- Net income January-March 2021 was \$26,000. This is attributed to PPP and grant funding.
- Membership revenue is behind about \$59,000.
- Regional Marketing has about \$127,000 in commitments to do the work.
- The annual audit should be finalized soon.
- There has been discussion regarding purchasing another building and creating a business incubator space based on requests from the business community.
- Revolving Loan Fund has not had much interest lately.

Business Development – John Russell, III

- **CORI:** This is a big item for our community. CEDRR will be working with Center on Rural Innovation to design a community strategy to develop a rural innovation hub in our area.
- The staff and committee are working with Heartland Development to give any support they may need.
- Discussions have taken place on the possibility of purchasing another building to create additional revenue for CEDRR.

Executive Director's Report, Part 2 – Lyle Jepson

Mr. Jepson asked each staff member and CEDRR intern to give a brief outline of additional projects they have been working on:

- **Casey Moon (Intern):** The CEDRR Career Hub has been his focus. There are currently 169 career positions on the website.
- **Brooke Rubright:**
 - Member welcome packet.
 - We want you to stay guide.
 - Employer guide to services.
 - Weekender's guide.
- **Tyler Richardson:**
 - West Central Vermont CEDS Program.
 - Revolving Loan Fund

- **Kim Rupe:**
 - Regional Marketing projects.
 - Virtual Stay to Stay programs.
 - Working with intern to get footage for video highlighting region.
- **Penny Inglee:**
 - Member outreach calls.
 - Trivia.
 - RRMC Hospitals Week coupon book.

New Business

- Wayne Wilmans from Omya has resigned from the Board of Directors.

Old Business

There was no old business to come before the Board of Directors.

Adjournment: The meeting was adjourned at 9:04am

Respectfully submitted,



Penny J. Inglee
Member Services | Events | Office Manager



Real Estate Committee Meeting Minutes | Wednesday, May 5th, 2021 | 112 Quality Lane

Present: Nicole Kesselring, Jim Watson, Morgan Over, Tyler Richardson

The meeting was called to order at 8:06 a.m.

Approval of the minutes was tabled due to lack of a quorum.

Tour of The MINT

MINT Operations Director Morgan Over gave the committee a tour of the new space. Since April 1st, The MINT has moved all of their equipment to the new space and acquired new equipment for new shops, and expanded old shops. The pottery studio continues to be of big interest to the membership, and they anticipate a lot of activity in the studio once it's up and running. A bicycle repair shop, a letterpress station, and a kids maker section are a few of the new shops. A variety of businesses are operating out of the space in the expanded dedicated studios, including a custom firepit manufacturer, a skateboard production company, and a jewelry maker, as well as Two Bad Cats who has consolidated their locations and will operate solely out of The MINT. The committee reviewed repairs and upgrades needed for the building, including paving the south parking lot and installing a gutter above the overhead door to prevent water from seeping into the space. Wilk Paving has provided a quote for the parking lot, and Tyler will connect Nicole and Steve Wilk to meet onsite to make sure we properly regrade the surface to optimal water run-off. The committee thanked Morgan for her time attending the meeting and for the work she's done so far at The MINT.

Business Incubator / Future Real Estate

To diversify revenue while meeting our mission, we've been meeting with potential funding sources to talk about repurposing or building a commercial building. This conversation evolved from the demand we've seen for lite manufacturing space with loading docks in marketing our building at 112 Quality Lane. We don't have the money to build outright, so we will need to collaborate with partners and various funding sources to make it work. This is an example of ways we're trying to redefine the organization and our business model. We will start discussing next steps for this at the next meeting.

Old Business

None.

New Business

None.

Adjournment at 9:05 a.m.



Marketing Committee Meeting Minutes Thursday, May 6, 2021 | Via Zoom

Present: Bill Ackerman, Abby Andres, Madelyn Arserio, Chris Bowcutt, Brennan Duffy, Mary Ann Goulette, Joe Gunter, Nikki Hindman, Lyle Jepson, James Lambert, Rob Megnin, Bill Moore, Traci Moore, Kim Peters, Brooke Rubright, Kim Rupe, Michael Talbott

The meeting was called to order at 11:34 a.m.

Mary Ann introduced the LIFT team to present on their proposed plans for the next 3-4 months.

Presentation from LIFT

Abby and Chris gave an overview the shared objectives for the upcoming months and their plans to redesign the website, increase leads, media campaign, pricing, and provided content examples for review. The committee reviewed next steps with LIFT and answered various questions from the group. Please see attached presentation for the full plans from LIFT.

Lead Stats/Update

Kim shared the attached monthly lead report for reference. There will also be a concierge social next Wednesday (via Zoom) at 6 p.m. There have been several new volunteers over the last few months, and this will give everyone a chance to meet, ask questions, and for CEDRR to provide an update on Real Rutland as we move into the summer. Bill Ackerman has been working specifically with one individual who will be visiting next week. Kim and Bill are working to schedule an early dinner to meet with them while they are in the area.

Survey Update

LIFT launched a survey to the 3,400 email addresses in the database to try and gauge their interest levels on how serious they are about moving to the area. The survey ended April 30 and received 299 responses that reported 66% are still considering a move to Vermont, 41 individuals would like to be in touch with a concierge, as well as several other relevant data points. Kim will compile the data to share at next month's meeting and will begin outreach to those interested in working with a concierge and do additional outreach.

Other

Kim shared that a new intern from Castleton University has been hired for the summer to help generate new content. Luke is expected to start in the next few weeks once classes/finals are finished. Maxx (current intern) is also wrapping up his projects and hopefully we will be able to share the regional video he has been working on with the group in the coming weeks.

Adjournment at 12:22 p.m.



Tentative Agenda
Thursday, June 3, 2021 | Via Zoom

LIFT Update - Lyle/Kim

Lead Stats/Update – Kim

Survey Data Review - Kim

Funding – Lyle

Intern - Kim



Finance Committee Meeting Minutes | Tuesday, May 11th, 2021 | Via Zoom

Present: Karen Garrow, Scott Dikeman, Mark Foley, Jr., Sarah Furman, Scott Gregg, Rolf Hirschmann, Chris Keyser, Norm Ladabouche, De Quirk, Lyle Jepson, Tyler Richardson

The meeting was called to order at 8:16 a.m.

Motion: Mark moved to accept the minutes from April 13th, 2021. The motion was seconded by Rolf and passed unanimously.

REDC Internal Financials

The committee reviewed the financial reports including the CEDRR P&L, balance sheet, and regional marketing activity. We continue to raise money for the regional marketing initiative. Membership is down around \$52,000, and when Brooke begins full-time in June we will begin more aggressive outreach to members. We are beginning to plan events again and anticipate the revenue generation around events to amp up as the year moves along. We have opened up our office again to the public.

Revolving Loan Fund

All payments are current and we continue to have a lot of money to lend. We met with USDA to explore options on stoking broader interest in the fund. The committee reviewed an edited IRP workplan which opens up our flexibility for rates, with a suggested ceiling of 12% and floor of prime – although our intention would not be to lend at prime, this will allow us a wider range to determine the rates on a case-by-case basis. We discussed offering a rate discount to members, clearly articulating this as a discount to add further value to membership. All loans would be set up with ACH. The committee was comfortable going as low as 4%. Currently, we have \$150,000 set as the limit, but Tyler will check with USDA to see if we can raise this. Once we finalize the workplan, we will adjust our marketing materials and begin our outreach to lenders.

112 Quality Lane Update

The south parking lot is in desperate need of repair. Wilk Paving has given us a quote for \$33,000. The committee discussed splitting this over two years, but we will also need to consider that with the sizable Chamber donation to CEDRR this year we may want to keep the repairs in the current fiscal year to prevent a loss for next year. We are going to wait to make a decision on this until the next meeting. The committee agreed we should raise the budget item for building repairs on the next budget.

Future Real Estate

To diversify revenue while meeting our mission, we've been meeting with potential funding sources to talk about repurposing or building a commercial building. This conversation evolved from the demand we've seen for lite manufacturing space with loading docks in marketing our building at 112 Quality Lane. This is an example of ways we're trying to redefine the organization and our business model. Although we need to be careful with our risk, we have a history of developing commercial real estate to meet the inventory needs of the market. The committee suggested talking with Sean Sargeant to get his opinion on the needs of the commercial market.

Old/New Business

None.

Adjournment at 9:03 a.m.



**Events Committee Meeting Minutes
May 13, 2021 via Zoom**

Bill Ackerman, Sarah Furman, Eric Mallette, Sarah Furman, Lyle Jepson, Penny Inglee, Russ Marsan

Discussion included:

1. Parade of Heroes/Whoopie Pie Festival – August 28th
 - a. Parade, announcement, with DRP, fireworks.
 - b. Whoopie Pie festival. Local partners are on board. Arwen Turner is a great asset from come Alive Outside. The next meeting will include parsing out work.
 - c. Sarah and Lyle, fruits of our labor raffle being worked on.
 - d. Fundraising continues. There are great options available.
 - e. King Arthur is willing to donate 1,000 5lb bags of flour, \$500 dollars and whoopie pies. VT Country Store is supplying Whoopie Pies, as well.
 - f. Lyle is meeting with Westminster to look at ovens for making the Whoopie Pie.
 - g. Just shy of \$30,000 has been raised towards a budget of \$90,000+.
 - h. A form for people to sign up to march in the parade will be developed.
 - i. We will specifically invite people such as RRMCC, supermarket workers etc.
Please send Penny a list of who should be directly invited. Send specific names of oil companies, healthcare, lodging, snow removal businesses, etc.
2. Rally Rutland Cookie Challenge
 - a. It was decided that we should table it and bring it back in the fall. There are too many funding asks occurring at the same time.
 - b. It will be more exciting when students are more full-time in school.
3. Puzzle Project
 - a. Penny and Lyle met with Peter Huntoon. He is “all in” and supportive of CEDRR using his print images as puzzles. He merely wants to sign off on any prints used, the brand for the box cover, etc. He is not interested in being reimbursed in any way.
 - b. Discussion included getting it out for the 2021 holidays. By November 1st.
 - c. White Mountain puzzles was discussed as a manufacturing option.
 - d. People buy puzzles year-round.
 - e. We will start with the prints that Peter sells the most.
 - f. Depending upon the manufacturing prices, we may be looking at \$30 or \$40 per puzzle retail with a limited run.

4. Discussion: Resuming regular events
 - a. The Governor is saying we can “go live” after the 4th of July. People are looking for mixers with a suggested July 13th start time. 2nd Tuesday’s are generally the dates that mixers took place in the past. Donald Billings is interested in talking about being the first at Roots.
 - b. We will follow the rules at a time.
 - c. We will reach out to Vista Senior Care for August and Allen Pools for October.
Four Seasons Sotheby’s may want September.
 - d. Discussion will continue with a potential Real Rutland Feud in February 2022.
 - e. Conversation also took place concerning a Business Show in the spring of 2022 with a survey in October 2021 to determine the best format, location, benefits to the business community, etc.. Now would be the time to reinvent the event.
 - f. Penny will create a list of profit/loss for past events so that the committee can review what to keep and what to jettison.
5. Membership was discussed with a letter that was sent to entice renewals using ACH and a discount. Penny will add a “pay my bill” on invoices/statements using a credit card.
6. Diversity, Equity & Inclusion Education
 - a. The DEI committee has met. There is general appreciation for the manner in which CEDRR is approaching the issue as a leader.
 - b. Training will take place for the Board and staff. This may evolve into offering committee members and businesses support.
7. Old/New Business
 - a. Bill: Trivia Challenge made money. Discussion took place about how much fun it would be to do it live in bars/restaurants.
 - b. Eric suggested monetizing it in any way we can. Perhaps pop-up trivia, once a month for winter months.

Proposed Agenda for Thursday, June 10th 8:00 am

1. Review list of past events Profit/Loss statements to help determine future offerings
2. Parade of Heroes and invite list – update
3. Whoopie Pie Festival – update
4. Mixers – Update
5. Annual Meeting – Discussion
6. Other

Assessment Phase

Spring 2021 Cohort Kickoff

Orientation to the Spring Cohort of
the Rural Innovation Initiative



Housekeeping

- **Add your community's name to your Zoom name:**

The Dalles | Pryor Creek | Canton | Greenfield | Rutland
| Northeast Kingdom

- **Keep your video on and microphone muted - ask questions in the chat**
- **Minimize distractions**
- **Internet Challenges?**
 - Text Nora (802) 291-2615 if you're having challenges
 - Call the Zoom number.
 - Mute your computer and turn off volume.
 - Mute phone unless speaking.



Agenda

01. **Welcome**
02. Digital Economy Ecosystem Building Journey
03. Assessment Phase Key Activities & Responsibilities
04. Useful Tools
05. Community Round Robin
06. Next Steps & Discussion



Introductions



Matt Dunne

Founder, Executive
Director



Leah Taylor

Rural Innovation
Initiative Lead



May Erouart

RII Community
Manager



Nora Foote

RII Community
Manager



Rachel Barra

Foundational Community
Assistance Associate



Molly Pyle

Entrepreneurial Ecosystem
Development Lead



Brēyana Ray

Community Engagement
Specialist



Qy'Darrius McEachern

Rural Innovation Network
Coordinator



Mike Tavilla

Regional Economic Data
Specialist

Welcome Communities!



The Dalles, Oregon



Pryor Creek, Oklahoma



Canton, New York



**Northeast Kingdom,
Vermont**



Rutland, Vermont



**Greenfield,
Massachusetts**

In a word, what do you love
about living in a rural area?



Agenda

01. Welcome
02. **Digital Economy Ecosystem Building Journey**
03. Assessment Phase Key Activities & Responsibilities
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Advancing inclusive rural prosperity through digital economy ecosystems that support scalable entrepreneurship and tech job creation.

CORI's Digital Economy Ecosystem Model



Foundational Elements

Housing

Public Health and Safety

Public-sector leadership and support

Post Secondary Education Partnerships

Culture and entertainment options

Private and Nonprofit Sector Engagement

Quality PreK-12 education and accessible childcare

Attractive "live-work" downtown

Necessary Infrastructure



Broadband Infrastructure



Local Leadership Capacity



Coworking and Entrepreneurship Spaces

Direct Drivers



Scalable Tech Entrepreneur Support and Incubation



Digital Workforce Development and Support



Access to Capital



Inclusive Tech Culture Building



Access to Digital Jobs

OUTCOMES



Local wealth creation by startups



Quality digital employment



A Model for Community Progress:

- Clear outcomes
- Deep understanding of required elements
- Awareness of interdependence of all elements

RII Technical Assistance

Assessment

- Digital Economy Ecosystem data analysis
- Community interviews
- Identification of current assets, gaps, opportunities

Strategy

- Strategy workshops on each Direct Driver facilitated by CORI's team of experts
- Best practices and case studies
- Peer-to-peer learning

Funding

- Individualized support to apply for
 - Federal funding, e.g. [EDA's Build to Scale](#)
 - Other philanthropic entities

Outputs:

A complete individual assessment of your region's tech ecosystem, providing a foundation for strategy development.

A place-based, comprehensive strategy that meets your community's unique needs

A competitive grant proposal for an opportunity that aligns with your ecosystem needs.

8 weeks

7 weeks

~16 weeks



CORI's Rural Innovation Network



20

20 communities across 17 states in all four time zones

1.2 million

Covering a population of 1.2 Million people, which is equal to the population of Dallas, TX

7,000 hours

600 Network residents completed more than 7,000 hours of digital skills training in 2020

Pillars of a Digital Economy Ecosystem Building Journey



Digital Economy Ecosystem Building Journey Map (p.1)



Pillars & Benchmarks	Assessment	Strategy Readiness	Strategy Completion	Execution
Leadership organization(s)	<p>Core team convened to drive assessment work</p> <p>Equips leadership organization(s) with data and context for engaging stakeholders to develop a DEE strategy</p>	Core team convenes a steering committee of stakeholders and shares the findings from the DEE assessment	Leadership organization(s) has a clear plan for how to develop the DEE and clarified roles	Leadership organization(s) has a clear understanding of the role they will play coordinating steering committee to execute the DEE strategy
Steering Committee	<p>Engages stakeholders and brings them to the table to develop DEE</p> <p>Identifies who isn't at the table but needs to be</p>	Cross-sector steering committee representative of community demographics forms and regularly meets to develop DEE vision (core-team noted is part of this larger steering committee)	Steering committee members have clear understanding of how they and their organizations contribute to the DEE	Leadership and partner orgs in the steering committee begin implementing strategies
Evidence-based decision making	Define a data driven current state and build common framework for understanding and tracking DEE progress	<p>Leadership and steering committee</p> <ul style="list-style-type: none"> → Can make a clear, data driven case for why DEE investment makes sense → Begin collecting data about key ecosystem issues <i>e.g. talking to local employers about tech talent, learning more about the needs of scalable tech entrepreneurs</i> 	Steering committee commits to ecosystem objectives and measurable results to achieve in the set time period (5 years)	<p>Steering committee has a structured process for regular review of progress in achieving objectives and measurable results</p> <p>Data is used to understand program effectiveness and improve as needed</p>

Digital Economy Ecosystem Building Journey Map (p.2)



Pillars & Benchmarks	Assessment	Strategy Readiness	Strategy Completion	Execution
Resources (money & people)	Creates case for investing resources in developing a DEE	<p>Commitment of staff and funding to start executing a DEE strategy</p> <p>Core team able to dedicate .25 FTE to strategy development for ~8 weeks</p>	<p>Identify funding needs and potential sources to build the ecosystem</p> <p>Identify where existing local resources can be leveraged to support the ecosystem</p>	<p>Leadership org(s) and partners have funding targets and are pursuing funding to build DEE programs/infrastructure</p> <p>There is dedicated staff in place to support the development of the DEE</p>
DEE Programs	<p>Provides a framework for organizing existing programs into a DEE</p> <p>Clarifies gaps and areas for action</p>	Programming gaps identified and ideas are being developed for addressing those gaps	Vision for the programs that need to be put in place to build DEE	DEE programs are being developed and executed by leadership org(s) and program partners
Infrastructure & Facilities	Identify infrastructure assets and gaps and areas for action	Infrastructure gaps identified and ideas are being developed to address those gaps	Vision for innovation hub and its place in the ecosystem	Leadership org(s) and partners develop plans for physical space and business plan for innovation hub
Shared community vision			Articulation of a DEE vision that can be used to build a shared community vision	Steering committee shares DEE strategy with broader community, building interest and excitement in the vision

DEE Building Journey - Assessment to Strategy Readiness



Pillars & Benchmarks	Assessment	Strategy Readiness
Leadership organization(s)	Core team convened to drive assessment work Equips leadership organization(s) with data and context for engaging stakeholders to develop a DEE strategy	Core team convenes a steering committee of stakeholders and shares the findings from the DEE assessment
Steering Committee	Engages stakeholders and brings them to the table to develop DEE Identifies who isn't at the table but needs to be	Cross-sector steering committee representative of community demographics forms and regularly meets to develop DEE vision (core-team noted is part of this larger steering committee)
Evidence-based decision making	Define a data driven current state and build common framework for understanding and tracking DEE progress	Leadership and steering committee can → Make a clear, data driven case for DEE investment → Begin collecting data about key ecosystem issues (e.g. learning more remote workers)
Resources (money & people)	Creates case for investing resources in developing a DEE	Commitment of resources to start executing a DEE strategy Core team able to dedicate .25 FTE to strategy development for ~8 weeks
DEE Programs Infrastructure & Facilities	Provides a framework for organizing existing programs into a DEE Clarifies gaps and areas for action	Programming gaps identified and ideas are being developed for addressing those gaps

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Digital Economy Ecosystem: Direct Drivers



Scalable Tech Entrepreneurship Support and Incubation

- Incubators, accelerators, and other methods to provide direct support to entrepreneurs



Access to Capital

- Sources of capital suitable for scalable businesses
- Full capital stack



Access to Digital Jobs

- Companies that hire tech talent
- Cultures of remote work



Digital Workforce Development and Support

- Efforts to develop a digital workforce, including and going beyond traditional methods (e.g., bootcamps)



Inclusive Tech Culture Building

- Programming and outreach to foster an inclusive culture of tech and innovation. Current & future entrepreneurs connect and inspire one another.

Direct Drivers Mentimeter Polls



Summary of Assessment Activities & Responsibilities

Activity & timeframe:	1) Introduction & Self-Assessment ~May 10 - 21	2) DEER Presentation ~May 24 - June 22	3) Interviews ~May 24 - June 22	4) Assessment Report Development & Presentation ~June 18 - July 2
Objectives:	Community fully acquainted with the CORI model & completes self-assessment of Digital Economy Ecosystem (DEE)	Understand data story of your community & current DEE	Enhance understanding of ecosystem strengths, challenges, & stakeholders	Community has a summary report & understanding of their current state and opportunities for DEE development
CORI's Role:	Cohort orientation and model presentations Review self assessment, supporting documentation, and identify key questions and potential interviewees	Deep dive into the data & DEER presentation	Conduct interviews	Conduct holistic analysis & prepare report Presentation of CORI's findings and recommendations
Community Role:	Attend kick-off/orientation and model intro calls Attend weekly check ins Complete self-assessment packet	Attend weekly check ins Identify specific data questions for CORI Attend DEER presentation	Connect CORI with interviewees Complete participation plan Coordinate assessment presentation attendance	Attend assessment presentation Coordinate steering committee (if applicable) Identify Strategy Phase Core Team (if applicable)

CORI / Community Pairs



Community

CORI Facilitators

1 - The Dalles OR	Leah & May
2 - Canton NY	Leah & Rachel
3 - Pryor Creek OK	Nora & May
4 - Northeast Kingdom VT	Nora & May
5 - Rutland VT	Nora & Leah
6 - Greenfield MA	Leah & Nora

Subject Matter Experts

- Molly Pyle | Entrepreneurial Ecosystem Lead
- Mike Tavilla | Regional Economic Data Specialist
- Breyana Ray | Community Engagement Specialist
- Qy'Darrius McEachern | RIN Coordinator
- Brett Ellis | Future of Work Program Manager
- Su Kim | Future of Work Employment Manager
- Jay Bockhaus | Managing Partner, CORI Innovation Fund
- Rebecca Huenink | Director of Knowledge
- Matt Dunne | Executive Director

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Tools Check-in

Documents: Google Drive

Google Shared Folder that includes templates, tools, and presentations

Staying in Touch: Calendly, Slack

Scheduling tools for interviews, presentations.

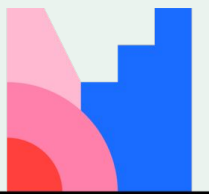
Interactivity: Doodle, Menti

Virtual workshop engagement tool including polling, Q&A, word clouds and more



calendly

Doodle



Mentimeter



slack



Tools Check-In Mentimeter



Agenda

01. Welcome
02. Digital Economy Ecosystem Building Journey
03. Assessment Phase Key Activities & Responsibilities
04. Useful Tools
- 05. Community Round Robin**
06. Next Steps & Discussion



Community Round Robin

The Dalles | Pryor Creek | Canton
Greenfield | Rutland | Northeast Kingdom

One representative each take *3 minutes* to introduce us to your community:

- One place you would take a visitor to in your community
- One digital economy ecosystem asset/strength you have
- What are you most looking forward to learning about in this assessment process?



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Next steps

- Review the DEE Journey Map (p.12-13)
- Attend Thursday's meeting (at least one member of your core team)
- Complete your self-assessment packets by Friday, May 21st (provided to you after next meeting)
- Double check your calendars for DEER Presentation dates
- Start to think about your participation plans; we will discuss in detail at your first check-in





**Membership Committee Meeting Minutes
May 14, 2021 via Zoom**

Laurie Mecier-Brochu, Amy Laramie, Brooke Rubright, Lyle Jepson

Discussion included:

1. Brooke's new role as Outreach Coordinator was reviewed. Brooke will begin her full-time position on May 24th.
2. Membership Drive Outreach/Retention – The group reviewed the information provided by Penny concerning renewals.
3. A timeline for a membership drive was also discussed and approved with the goal of adding 30 new members. Laurie will ask Board members at the upcoming meeting to reach out to one or two businesses to add as a new member. Following that request, Penny will provide a current list of members to all Board members so that they will know who is a member of CEDRR is already. **(Afterthought, we should provide each CEDRR Board member with a date by which they should tell Penny the name of the business(es) that they will be approaching. That way, Penny can determine if there is any overlap. CEDRR members can approach the business and then introduce Lyle and Brooke to make the sale, if that is most comfortable for them.)**
4. Brooke has created membership materials that can be provided to CEDRR Board members to use in their outreach.
5. Brooke and Lyle will focus on membership retention and will reach out to those who have not renewed their membership investment.
6. New Members – There were three new members added in April.
7. Events Update
 - Rally Rutland Cookie Challenge – Rally Rutland Cookie Challenge. It was decided that we should table it and bring it back in the fall. There are too many funding asks occurring at the same time. It will be more exciting when students are more full-time in school.
 - The Trivia Challenge made money (\$2,300). Discussion will take place about how to monetize it in the future.
 - Resuming regular events - The Governor is saying we can "go live" after the 4th of July. People are looking for mixers with a suggested July 13th start time. The 2nd Tuesday's are generally the dates that mixers took place in the past. Donald Billings is interested in

talking about being the first at Roots. We will reach out to Vista Senior Care for August and Allen Pools for October. **Four Seasons Sotheby's may want September.**

- Community Celebration Parade of Heroes/Whoopie Pie Festival – August 28th
- Whoopie Pie Festival – October 9th

Proposed Agenda for Friday, June 11th 8:00 am

1. Membership Drive - update
2. Retention Drive - update
3. Membership Events - update
4. Other