



## Board of Directors Meeting | Tuesday, May 21<sup>st</sup>, 2024 | 8:15am-9:15am

**IN PERSON: The Hub CoWorks, 67 Merchants Row, Suite 201**

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

Meeting ID: 802 802 1111 Passcode: 559659

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### Agenda

- Call to Order Russ Marsan, Vice President
- Approval of Minutes from April 16<sup>th</sup>, 2024 Russ Marsan, Vice President
- Executive Director's Report Lyle Jepson
  - Rutland Area Robotics Team 2370 Lead Mentor Dan Roswell
- Committee Reports   
Shana Louiselle, Chair  
Chrispin White  
Sue Bishop  
MaryAnn Goulette, Chair  
Russ Marsan, Chair  
Cooper Babbitt  
Cooper Babbitt
  - DEI (enclosed)
  - Events (enclosed)
  - Real Estate (no meeting)
  - Marketing (enclosed)
  - Business Development (no meeting)
  - Finance (enclosed)
  - Policy (enclosed)
- New Business
- Old Business
- Adjournment

### **Upcoming Meetings and Events:**

Regional Marketing Meet & Greet at Stonehedge Indoor Golf – Wednesday, May 22<sup>nd</sup> 5:00-7:00pm

DEI Committee – Thursday, May 23<sup>rd</sup> 11:00am-12:00noon

VT Tech Alliance Meet Up - Hub CoWorks sponsored by StartUp Rutland & gener8tor–Thursday, May 30<sup>th</sup> 5:30-8:00pm

Events Committee – Tuesday, June 4<sup>th</sup> 8:00-9:00am

Real Estate Committee – Wednesday, June 5<sup>th</sup> 8:15-9:15am

Marketing Committee – Thursday, June 6<sup>th</sup> 11:30am – 12:30pm

Finance Committee – Tuesday, June 11<sup>th</sup> 8:15 – 9:15 am

Mixer at Chaffee Art Center – Tuesday, June 11<sup>th</sup> 5:00-7:00pm

Business Development Committee – Wednesday, June 12<sup>th</sup> 8:15 – 9:15 am

StartUp Rutland Board Meeting – Friday, June 14<sup>th</sup> 10:30-11:30am

Policy Committee Meeting – Friday, June 14<sup>th</sup> 12:00-1:00pm

Board Meeting – Tuesday, June 18<sup>th</sup>, 8:15 – 9:15 am



**Board of Directors Meeting, April 16, 2024, 8:15 am**  
**In Person: The Hub CoWorks, 67 Merchants Row, Suite 201**  
**Remote:**

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

Meeting ID: 802 802 1111 Passcode: 559659

**Present:** Shana Louiselle, Karen Garrow, Sue Bishop, Carly Belden Perry, Russ Marsan, Michael Ramsey, Daniel Mora, Kelley Robinson, Cameron Schaefer, Cooper Babbitt, Chrispin White, Olivia Lyons, Joel Desoto, Bill Lucci, Judi Delpha, Mose Cassaro, Devon Neary, Mark Werle & John Casella II. Liz Weinmann was also in attendance.

**Guest Speaker,** Matt Dunne Founder and Executive Director at the Center on Rural Innovation

**Meeting called to order 8:15 am by Shana Louiselle, President**

**Approval of the minutes:** Mark Werle made a motion to accept the meeting minutes from March 19, 2024. The motion was seconded by Russ Marsan and passed unanimously.

**Executive Director Report:** Cooper introduced Matt Dunne, Founder and Executive Director at the Center on Rural Innovation. Matt presented information on Economic Growth, Global Automation, Innovation Grants for Vermont Communities, AI and money to come.

**Committee Reports**

Due to time restrictions, Board Members were encouraged to review the written committee reports and to reach out to Lyle with questions.

**New Business:** Mose Cassaro announced his progress in Accelerator Powered by gener8tor and provided a handout with Programs and Statistics.

Shana requested that the Board enter Executive Session before new business, for the purpose of discussing a contractual agreement where premature general public knowledge would clearly place the Board at a substantial disadvantage. A motion was made by Mark Werle and seconded by Karen Garrow. We entered at 9:07 am.

A motion was made by Mark Werle and seconded by Daniel Mora to exit Executive Session at 9:20am with no action taken.

**Old Business:** There was no old business.

**Meeting Adjourned at 9:22am.**



## DEI Committee

Minutes from Thursday, April 25<sup>th</sup> 11:00am-12:02pm **REVISED**

**Present:** Shana Louiselle-Co-Chair, Jeanette Langston- Co-Chair, Olivia Lyons, Daniel Mora, Lyle Jepson

**Unable to attend:** Traci Moore, Brian Kerns, Leslie Classen, Marissa Arduca, Danielle Monroe

The meeting was called to order at 11:00am.

The group reviewed the heat map, categories C1-C3 to document actions or data points supporting the categorization chosen.

|  |                                       |
|--|---------------------------------------|
| Foundation:<br>Driving the<br>Strategy | C1: Vision, Strategy, Business Impact |
|  | C2: Leadership and Accountability     |
|  | C3: DEI Structure and Implementation  |

### Action items:

1. Lyle will review the C1-C3 to document actions or data points supporting the categorization chosen.
2. Lyle will reach out to Oyibo Afoaku, the new DEI Director for the Vermont State University system with an invitation to speak to the group about VTSU's strategy and goals.
3. The group will review the Survey Monkey questions used to query the CEDRR Board, with an eye to sending it out again. It was sent out in July 2022 to the CEDRR Board. See attachment A.

The group discussed activities that are taking place in the community including Social Tinkering's "Wellbeing" meetings, Cinco Di Mayo Social Tinkering's Birthday part on May 17<sup>th</sup> at the West Rutland Town Hall, etc.

### Agenda for Thursday, May 23<sup>rd</sup>:

1. Meet Oyibo Afoaku, the new DEI Director for the Vermont State University system.
2. The group will review the Survey Monkey questions used to query the CEDRR Board, with an eye to sending it out again. It was sent out in July 2022 to the CEDRR Board. See attachment A.
3. Discuss CEDRR Giving Goals
4. Community engagement discussion
5. Review Lyle's rationale for the heat map outcomes for C1-C3 (Found in the [Resources](#) folder.) (Found in the [Resources](#) folder.)
6. Return to the next section of the DEI Strategic Workplan, adding a column for completion and comments.
7. Other

**Adjournment:** The meeting adjourned at 12:01pm.

**Next Meeting: Thursday, May 23<sup>rd</sup>, 11:00am-12:00pm - Join Zoom Meeting**

Meeting ID: 802 802 1111      Passcode: 559659

**Attachment A:**

Survey from 2022

Good Afternoon CEDRR Board Members,

We are very fortunate to have a highly professional CEDRR Board of Directors. (Yes, I want something... How can you tell?) To maintain the high level of expertise that exists, the Diversity, Equity & Inclusion committee would like you to take part in a survey. The survey will help us better understand the makeup and skill sets of the Board. When needed, the survey results will help inform the Executive Committee's work in filling any future seats that may open up on the Board of Directors. As part of this effort, a press release would be sent out calling for nominations. Nominations would be reviewed by the Executive Committee with an eye towards skill sets and diversity.

If I have done this correctly, Survey Monkey says that the survey, [found here](#), will take three minutes, at most. Fingers crossed that I did it right. Thank you, in advance, for filling it out by the end of the week. Feel free to reach out to me if you have questions.

**CEDRR Board Survey July 2022**

The Diversity, Equity & Inclusion Committee thanks you for responding to this survey by Friday, July 29th.

**Question Title**

1. In what town do you reside?

**Question Title**

2. How long have you lived in Rutland County?

1-5 years      5-10 years      10-20 years      More than 20 years

**Question Title**

3. Please identify your age group.

|          |       |     |
|----------|-------|-----|
| Under 18 | 18-24 | 25- |
| 34       | 35-44 | 45- |
| 54       | 55-64 | 65+ |

**Question Title**

4. Please identify your race.

|                    |   |                           |
|--------------------|---|---------------------------|
| White or Caucasian | Black or African American                 | Hispanic or               |
| Latino             | Asian or Asian American                   | American Indian or Alaska |
| Native             | Native Hawaiian or other Pacific Islander | Other (please specify)    |

**Question Title**

5. Please choose how you identify.

She/Her      He/Him      They/Them      Other (please specify)

**Question Title**

6. Please identify with any of the following? (From Office of Disability Resources University of Rochester)

Attention Deficit Hyperactivity Disorder (ADHD) or other focusing disorder

Learning disability

Mobility disability

Medical disability

Psychiatric disability

Post-Traumatic Stress Disorder (PTSD)

Visual Impairment

Hearing Impairment

Autism Spectrum Disorder

None

Other (please specify)

**Question Title**

7. Choose up to three professional skills and/or areas of knowledge that you provide to the CEDRR Board.

Real Estate

Small Business Ownership and/or Operation (10 or fewer employees)

Large Business Ownership and/or Operation (More than 10 employees)

Legal

Finance/Investment

Housing

Childcare

Non-profit underrepresented populations

Healthcare

Manufacturing

Energy

Human Resources & Governance

Marketing

Digital/Tech Economy

Hospitality

Entertainment/Performing or Visual Arts

Recreation

Fundraising

Faith Based

Social Services

Lived Experience

Education

Other (please specify)

**Question Title**

8. What skills or background gaps need to be addressed by way of CEDRR Board membership?

**Question Title**

9. What other Boards do you serve on?



### **Event Committee Meeting Notes, Tuesday, May 7, 2024, 8:00 am**

**Present:** Penny Inglee, Leona Minard, Karen Worcester, Amy Laramie, Lyle Jepson, Chrispin White, Olivia Lyons, Judi Delpha, Lori Pinkowski

**BUSINESS SHOW RECAP:** The Show went well – vendors were engaged and enjoyed the networking time. We had more of the general public attend, but it could have been better. Discussion followed on the progression of the Business Show over the years and how people may just not be interested in a “Business” show. It was agreed that it was a great networking experience for the vendors but we need to add some element of excitement to the event. It was suggested to change the name to Rutland County Expo and engage some recreational vendors, restaurants, beer makers, etc. and possibly hold it at the Killington Grand one year and at Vermont State University – Castleton the next year to engage the Lakes Region. There could be mountain bike demos, kayaks on display, beer sampling, food etc. We would make a collaborative effort with area Chambers to assist in organizing the event to truly make it a “Rutland County” event. Chrispin will reach out to the area chambers to assess their interest and will report back to the committee at the next meeting.

**MIXERS:** The next mixer will be on Tuesday, May 14<sup>th</sup> at UBS Financial Services at 67 Merchants Row, Ste 102. Guests will receive financial planning tips, meet local advisors, and network with community members. UBS has donated some great prizes for the raffle and Taco Fresco will cater the event! Penny and Leona volunteered to staff the entry table.

The June mixer will be held at the Chaffee Art Center – which is a reschedule from January. This will take place on June 11<sup>th</sup>.

Mixers for 2024 & 2025 are fully booked and there are only 4 spots open in 2026.

**WHOOPIE PIE FESTIVAL:** Saturday, September 14<sup>th</sup>, 12-5 pm. This has been named a Vermont Signature Event by the State of Vermont Tourism – a very sought-after designation! They will be promoting it on the tourism website. So far we have 8 committed vendors and 2 maybes. Our goal is 13-15. Lori and Chrispin will be reviewing the layout of the event this week and making adjustments so that it is not so congested. We will possibly be adding more ticket booth locations and pre-selling tickets. We’ve had a number of entertainment entities reach out to participate in the event. Penny suggested creating a waiting list and getting commitments by a certain date so as not to dilute the whoopie pie vendors. New this year, The MINT will be holding a boxcar race down upper Center Street.

**OTHER:** Wonderfeet Kids Museum is doing their grand opening on Saturday, May 11 from 10 am – 2 pm. CEDRR will be on hand at Noon to officially cut the ribbon. They will be closing down Merchants Row and will have tours of their newly installed exhibits, a street performance by the Red Trouser Group, face painters and food. This will be running in conjunction with the first outdoor Farmers Market.

**Next Meeting: NEW DATE JUST THIS ONCE:** Thursday, May 30, 2024, 8:00 a.m. in The HUB.



## **Marketing Committee Meeting Minutes | Thursday, May 2, 2024 | Via Zoom**

**Present:** Mary Ann Goulette, Olivia Lyons, Lyle Jepson, Glen Traverse, Michael Talbott, Karly Haven, Greg Youkov, Polly Mikula, Jordan Spear, Traci Moore

The meeting was called to order at 11:35 a.m.

### **Direction of CEDRR Marketing Committee:**

Olivia gave a summary of the meeting she had with Lyle, Mary Ann, and Michael to discuss the future of the CEDRR Marketing Committee. It was agreed that we still want people to move here, but housing continues to be an issue. Moving forward we will produce more targeted work. Advertising more on Google, and expanding to YouTube and LinkedIn. Olivia, Lyle, and Chrispin will talk to Real Rutland sponsors to see if they would like to create advertisements for Real Rutland to run attracting workers to the area. In addition, we want the committee to enjoy being at our meetings and feel like they are contributing. Olivia asked every committee member how they can help gather content for Real Rutland, this includes photos, or if they feel inspired, an entire blog. Olivia will check back in with each committee member and will send the sign-up sheet. Committee members are also asked to sign up for events. A sheet will be sent along with the minutes.

### **Weekend Getaway:**

Plans have not been made for the Weekend Getaway. It was asked if the committee thinks September or October would be better. The committee chose October for leaf peeping purposes. Olivia will begin planning a timeline and reserving accommodations. Olivia and Lyle will circle back with Jordan to discuss whether January or February would be best for a winter weekend getaway.

### **New Business:**

Glen brought up the Fair Haven newsletter will begin in May. There could be some crossover between the two. We will encourage other towns and hope others will join in to submit events to the CEDRR calendar. We are also happy to share items in our CEDRR newsletter.

We asked if the time of our meeting works. For most of the committee it does, it will remain.

Adjourned at 12:09 pm

**Next Meeting will be held on Thursday, June 6, 2024, from 11:30 am-12:30 pm via Zoom**



## Finance Committee Meeting Minutes | Tuesday, May 14<sup>th</sup>, 2024 | Via Zoom

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**Present:** Russ Marsan, Rolf Hirschmann, Chris Keyser, Mark Foley, Scott Dikeman, Andrew Simonds, Lyle Jepson, Cooper Babbitt, Shasta Mattino

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

The meeting began without a quorum. Approval of minutes from the April 9, 2024 meeting was tabled.

### **CEDRR Internal Financials**

The committee reviewed and discussed CEDRR's monthly financial reports for April 2024. Cooper provided an executive summary of the monthly P&L and Balance Sheet.

### **Revolving Loan Fund**

All loan clients are current on payments, except for Olivia's Croutons. Olivia's has not made loan payments due April 15 or May 15. Cooper proposed sending a demand letter if they fall behind one more payment. Members of the committee discussed and recommended contacting Olivia's management sooner rather than later. Lyle explained that he was unaware of the status of payments to other creditors and that we would coordinate with National Bank of Middlebury and VEDA on the substance and timing of contact with Olivia's.

Cooper received an application to the loan fund from Union Street Market in Brandon. He will review the application and prepare an analysis sheet as he does for all loans. Because of the short timeline, he will include a request for a special meeting when he sends the materials.

### **Old Business**

**Rural Industry & Development Program (RIDP)** – CEDRR is meeting with the leadership from ACCD/Department of Economic Development on Friday to discuss CEDRR's application to the program. Staff will update the committee with any new developments.

**Streetside Conference Room Upfit** – As a result of reduced funding in the USDA Community Facilities grant funds, Cooper and Shasta have considered other funds available to pay for the technical equipment in the Streetside Conference Center. Cooper proposed using the funds received through CEDRR's participation in the Small Business Technical Assistance Exchange program to pay for the equipment. These funds can also be replenished as we draw administrative fees from the earmark grant. Chris asked what the current quote was for the equipment. Cooper explained that our quotes are old, but we expect the total cost to be in the \$40,000-\$50,000 range. Chris moved to authorize use of the SBTAEE grant funds to purchase the equipment. Rolf seconded the motion. There was no additional discussion. All members of the committee voted in favor of the motion, except for Mark and Scott who abstained.

**Audit** – CEDRR staff has submitted all information to finalize the audit and expects it to be provided in the coming days.

Having reached a quorum during the meeting, Chris moved to accept the minutes from the April 9, 2024 meeting. Mark seconded. There was no discussion and the motion passed unanimously.

**Adjournment at 8:53 a.m.**





## Policy Committee Meeting Minutes | Friday, May 10, 2024 | Via Zoom

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Present: Lyle Jepson, Cooper Babbitt, Doug Babbitt, Ray Ault, Ed Bove, Cameron Schaefer, Andrew Brewer

The meeting was called to order at 12:00 p.m.

Andrew Brewer from Downs Rachlin Martin attended the meeting to provide an update on the status of the Legislative Session. He presented on various topics, including:

**Act 250** – H. 687 has been passed back and forth between the House and Senate, and final negotiations for the bill are ongoing. Both bodies agree on the framework of the bill, including the three tiers established to determine Act 250 exemptions, the need for some interim exemptions while this process takes place, and changes to property transfer taxes. However, they cannot agree on the final details and that is what they will work to do in the final hours of the session. The details of a final bill, especially the extent of interim housing exemptions, property transfer tax, and the body hearing Act 250 appeals, will determine whether Gov. Scott will veto the bill or allow it to become law. A great deal is up in the air as the House and Senate work to compromise on final language.

**VEGI Sunset** – Despite much work on VEGI during the session, including the consideration of the forgivable loan program, the only change will be a two-year extension of the program sunset.

**Taxes** – The legislature has proposed several new taxes to raise funds this year, including a tax on Software as a Service (SaaS) products, Short Term Rentals, Property Transfer Tax, and Universal Services Fund (phone bill). As a result of these new taxes and additional revenue from the Eclipse, the Yield Bill reflects a ~14% increase in property taxes statewide. The Governor is expected to Veto the yield bill, along with several other bills.

**Data Privacy Bill** – The details of the data privacy bill are up in the air. The final sticking point concerns whether to include a private right of action for consumers and determine what businesses (or types of businesses) will be subject to it. Andrew notes that the sense in the State House is that they want it to be an enforceable law focused on large data brokers, without subjecting small businesses to private lawsuits and fines for minor delays in action.

**The meeting adjourned at 12:45pm.**

### Meeting Schedule

June 24 Legislative Breakfast