



**Chamber and Economic Development of the Rutland Region Board of Directors Meeting**  
**Tuesday, June 15<sup>th</sup>, 2021 | 8:00 a.m. | Via Zoom:**

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

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**Agenda**

- Call to Order John Casella II, President
- Approval of Minutes from May 18<sup>th</sup>, 2021 (pages 2-4) John Casella II, President
- Executive Director's Report Lyle Jepson  
Whitney Ramage, 77ART
- Committee Reports Nicole Kesselring, Chair
  - Real Estate (see attached minutes, page 5) Steve Costello, Co-Chair
  - Marketing (see attached minutes, pages 6-7) MaryAnn Goulette, Co-Chair
  - Finance Karen Garrow, Chair
  - Events (see attached minutes, pages 8-14) Eric Mallette, Chair
  - Business Development (see attached minutes, pages 15-16) John Russell III, Chair
  - Membership (see attached minutes, page 17) Laurie Mecier-Brochu, Chair
  - DEI Committee (see attached materials, page 18) Shana Louiselle, Co-Chair
  - Policy Lyle Jepson
- Old Business
- New Business
- Adjournment

**Upcoming Meetings:**

Finance Committee – Thursday, June 17<sup>th</sup>, 8:15 a.m. – 9:15 a.m.

Marketing Committee – Thursday, July 1<sup>st</sup>, 12:00 p.m. – 1:00 p.m.

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

Membership Committee – TBD

Real Estate Committee – Wednesday, August 4<sup>th</sup>, 8:00 a.m. – 9:00 a.m.

Marketing Committee – Thursday, August 5<sup>th</sup>, 12:00 p.m. – 1:00 p.m.

Finance Committee – Tuesday, August 10<sup>th</sup>, 8:15 a.m. – 9:15 a.m.

Business Development Committee – Wednesday, August 11<sup>th</sup>, 8:00 a.m. – 9:00 a.m.

Events Committee – Thursday, August 12<sup>th</sup>, 8:00 a.m. – 9:00 a.m.

Membership Committee – Friday, August 13<sup>th</sup>, 8:00 a.m. – 9:00 a.m.

Board of Directors – Tuesday, August 17<sup>th</sup>, 8:00 a.m. – 9:00 a.m.



Board of Directors Meeting  
Minutes – May 18, 2021 via Zoom

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**Members Present:** Jessica Anderson, Ed Bove, John Casella II, Mary Cohen, Steve Costello, Brennan Duffy, Karen Garrow, Mary Ann Goulette, Amy Laramie, Shana Louiselle, Eric Mallette, Kelley Robinson, John Russell III, Jonathan Spiro, Mark Werle

**Staff Present:** Penny Inglee, Lyle Jepson, Tyler Richardson, Kim Rupe

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

**Minutes:** Jessica Anderson moved to accept the minutes of the April 20, 2021 Board of Directors meeting. The motion was seconded by Karen Garrow and passed unanimously.

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

**Sculpture Trail:** Steve Costello was congratulated on the last addition to the Sculpture Trail which featured Martin Freeman. The sculpture received quite a bit of press when announced, which led to Mr. Freeman's third great grandson being at the event. The family is also starting a scholarship in Rutland.

**Castleton University**

- Johnathan Spiro was congratulated on the graduating class of Castleton University. It was noted that 400 students received their degrees at the ceremony.
- Kim Rupe described the new Castleton University Intern Hub that will be based out of what is currently the CEDRR conference Room. The space will house 6-7 interns, two will be CEDRR interns, the remaining will be interns working with area business and even businesses that may be in other parts of the country.

**Town of Killington:** CEDRR is currently working with the Town of Killington to apply for TIF funding for critical infrastructure developments. The funding would be to reconstruct Killington Road and install a new municipal water system. These items are critical for the SP Land development to move forward.

**Committee Reports**

Real Estate – Tyler Richardson

The committee visited The Mint's new space on Quality Lane. The 14,000 sq. ft. space allows for the expansion of current shops and the addition of new shops including skateboard production, custom firepit manufacturing, a pottery studio and more.

The committee also reviewed repairs and upgrades that need to be done to the building including repaving and grading of the parking lot and interior lighting. The Real Estate and Finance Committees will work on how and when to fund these repairs.

**Marketing - Mary Ann Goulette**

The committee reviewed Lift's plan for the next six months. The focus will be on Careers, Remote Working and Tourism. The plan includes a comprehensive media buy that will focus on recruiting from the Northeastern Metro Areas of the US. It was suggested that we should be marketing beyond the Northeastern US Metro Areas. The RealRutland.com website will also be getting a refresh with content and images in line with the plan.

CEDRR will have a summer intern who will continue to collect photographs and video for the regional marketing effort.

**Finance – Karen Garrow**

The committee reviewed the financial reports. Regional Marketing revenue is coming in well. Membership revenue appears to be down about \$52,000. When Brooke Rubright starts full-time there will be more of a focus on outreach and retention.

The Revolving Loan Fund still has a significant amount of money to lend. Tyler Richardson has been working on revamping the work plan and has received approval from the SBA to increase loan amounts to \$250,000. The committee also anticipates lowering the interest rate offered, depending upon the strength of the applicant.

**Events – Eric Mallette**

Rally Rutland Cookie Challenge: The challenge will be moved Fall to allow us to focus on the parade and Whoopie Pie Festival.

**Parade & Whoopie Pie Festival:** The committee is meeting regularly. CEDRR and the Paramount Theatre have some great partners on the committee including Come Alive Outside and Downtown Rutland Partnership. The Parade of Heroes will be held on August 28<sup>th</sup> on Center Street. There will be the parade, words from officials, handing out of flour and whoopie pies, food vendors, a concert, fireworks and maybe a VTANG flyover. The committee wants to make direct asks to businesses to be in the parade. The Board was asked to email Penny any names of businesses that should be invited to participate.

The Whoopie Pie Festival will take place on October 9<sup>th</sup> and will include a 5K run, Green Street Challenge, live music, whoopie pie tastings and contests, unveiling of the largest whoopie pie in Vermont, Newlywed Game and a dance.

The committee has raised about \$30,000 of the \$90,000 needed to make these events happen, fundraising will continue.

**Puzzle Project:** Lyle Jepson and Penny Inglee met with Peter Huntoon who has graciously agreed to allow CEDRR to use images (at no charge) to create Rutland County puzzles to sell as a fundraiser.

The committee is hoping to bring back Mixers starting in July and Real Rutland Feud in early 2022. Penny Inglee will be reaching out to businesses to host Mixers.

**Business Development – Lyle Jepson**

The CORI roll out process has begun. The current phase is self-assessment. The assessment will set the stage for CEDRR to pursue a Federal grant.

**Membership - John Casella II**

Membership Drive: The committee is asking each member of the Board to help bring in new members by identifying and reaching out to at least one business that is not a current member of CEDRR. The Board is not being asked to sell membership options. Members are being asked to help Brooke and Lyle get in the door to sell. The goal of the membership drive is 30 new members.

Board Members should send the name of the business they will be approaching to Penny Inglee ([penny@rutlandvermont.com](mailto:penny@rutlandvermont.com)) by June 4<sup>th</sup>.

**Policy Committee – Tyler Richardson**

The May committee meeting will take place in unison with the CEDRR Legislative Breakfast on Monday, May 24<sup>th</sup>. The Legislative Session should be wrapping up this week.

**Old Business**

**DEI Training:** Board members are asked to sign up for DEI Training if they have not already done so.

**New Business**

Brennan Duffy updated the Board of Directors on the Parklets on Center Street. The goal is to have them open by Memorial Day weekend. This has been a collaborative effort with Downtown Rutland Partnership, Rutland Regional Planning Commission and many city departments.

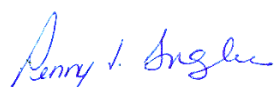
Amy Laramie informed the Board that Killington Resort will have summer events and activities this year including the Adventure Center, Mountain Biking, Cooler in the Mountains Concert Series and more.

Kelley Robinson thanked Lyle Jepson and Kim Rupe for the referral of Casey Moon who was an intern at CEDRR. He started with Casella Waste yesterday.

**Adjournment**

The meeting was adjourned at 8:52am.

Respectfully submitted,



Penny J. Inglee  
Member Services|Events|Office Manager



## **Real Estate Committee Meeting Minutes | Wednesday, June 2<sup>nd</sup>, 2021 | Via Zoom**

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**Present:** Nicole Kesselring, Mark Foley, Jr., Mark Werle, Lyle Jepson, Tyler Richardson

The meeting was called to order at 8:04 a.m.

Motion: Mark F. moved to approve the minutes of the January 6<sup>th</sup>, February 3<sup>rd</sup>, March 3<sup>rd</sup>, and May 5<sup>th</sup> meetings. The motion was seconded by Mark W. and passed unanimously.

### **MINT Update**

Nicole and Tyler reported on a tour the committee took of the MINT at last month's meeting. They've made tremendous progress transitioning into the new space, although much work needs to be done. They received a \$55,000 grant to build out their kids' makerspace station and family programming this summer. A few businesses are operating out of the space. The committee wanted to make sure we have proper certificates of insurance.

### **112 Quality Lane Update**

Tyler gave an update on the maintenance needs of the property. We are still working to determine the excess water usage occurring in the building, although it's much less than what it was previously. We will be working to upgrade a few bathrooms in the building, and The MINT needs a gutter installed over the overhead door to prevent water from seeping in. The MINT would like to hold a contest with the artists from 77ART to paint a mural on the outside of the building, and the design will need to come before this committee for approval before any action is taken.

### **Business Incubator / Future Real Estate**

We've been meeting with the Vermont Farmer's Food Center, M&S Development, and potential funding sources for the VFFC to fund a study from M&S to determine if there's a partnership for VFFC and CEDRR to repurpose and clean up an existing unused site for use by both organizations. This is a part of our ongoing discussions around developing an additional business incubator space. M&S has expertise in developing strategies around different funding sources, which would be a necessary component. The committee would like to invite Ed Bove to discuss potential sites and uses at the next meeting.

### **Old Business**

The committee discussed improving the gateways into downtown and along the main thorough ways into the city, as these areas are unsightly and give a bad impression of the city. We will invite Ed Bove to discuss this at the next meeting, as well, and we may want to invite the RRA to a future meeting.

### **New Business**

Jim and Joan Watson are retiring and leaving the area, and Jim has resigned from the committee. Jim sends his regards and his thanks, and the committee appreciates his service to the organization over the years.

**Adjournment at 8:46 a.m.**



## Marketing Committee Meeting Minutes Thursday June 3, 2021 | Via Zoom

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**Present:** Steve Costello, Mary Ann Goulette, Nikki Hindman, Lyle Jepson, James Lambert, Polly Mikula, Bill Moore, Traci Moore, Kim Peters, Brooke Rubright, Kim Rupe, Jordan Spear, Michael Talbott

The meeting was called to order at 11:33 a.m.

### **LIFT Update**

Kim shared that staff is continuing to have weekly status calls with LIFT and Phase 4 is gearing up to launch the end of June if all goes as planned. The Governor also signed a remote worker incentive, so funds are expected to be available soon. Lyle has been working to collect additional incentives for remote workers that we could offer in Rutland County so give individuals more of a desire to select our region when interested in the states program. Lyle shared that our incentive package is currently valuing at \$2,000 but could also increase. Steve suggested a press release to give some updates on the next phase. Kim will work on this and share with staff and Steve.

### **Lead Stats/Update**

A lead status report is included in the committee packet. Kim added that she spent time this month updating our CRM system which you will see primarily impacted the "No Response" category. The leads that have been coming in from the state seem to really be cold leads lately without much response. Data will begin to increase substantially as the next phase launches.

### **Survey Update**

LIFT recently conducted 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. Since then, LIFT has provided an overview of the data captured which Kim shared with the committee. A full report is attached for review. Jordan asked if an outreach was planned via text messaging and staff shared that this had not been considered at this point but will bring this up to LIFT.

### **Funding Update**

Lyle shared that he has reached out to everyone on this committee for sponsorship funds and that funding is in a positive place right now.

### **Intern**

Our new summer photographer/videography intern is starting with us and will be meeting staff tomorrow and starting to schedule shoots. Maxx is finishing up our regional video which we should have for our initial review by the end of the week.

### **Events**

Lyle gave an update on some events that staff has been working on. Mixers will be starting back up in July with the first one at Roots. Lyle and Steve also gave an update on the Parade of Hero's & Community Celebration in August and the Whoopie Rutland event in October with a goal of over 1,000 attendees. Both events have brought it state and local sponsors.

Next meeting will be July 1 at 11:30.

**Adjournment at 12:20 p.m.**



**Tentative Agenda**  
**Thursday July 1, 2021 | Via Zoom**

LIFT Update - Lyle/Kim

Remote Worker Incentive - Lyle

Lead Stats/Update – Kim

Funding – Lyle

Other



**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 28<sup>th</sup>
  - 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 1<sup>st</sup>.
  - 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 4<sup>th</sup> of July. People are looking for mixers with a suggested July 13<sup>th</sup> start time. 2<sup>nd</sup> 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 with 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.



#### Past Event Net Revenue

| Event                  | Net Revenue  |
|------------------------|--------------|
| Real Rutland Feud 2020 | \$ 14,899.00 |
| Business Show 2019     | \$ 18,396.88 |
| Indoor Golf 2020       | \$ 2,675.00  |
| Outdoor Golf 2019      | \$ 9,652.43  |
| Winter In August 2019  | \$ 2,416.18  |
| Fireworks 2019         | \$ (870.00)  |
| Mixers                 | \$ 4,500.00  |

## **Parade Direct Ask List**

### **Health Care/Medical**

- At Home Senior Care
- Bayada
- Beauchamp & O'Rourke
- ClearChoice MD
- Community Health
- Nursing homes
- Rutland Free Clinic
- Rutland Mental Health/Community Care Network
- Rutland Pharmacy
- Rutland Radiologists
- Rutland Regional Medical Center
- VNA & Hospice of the Southwest Region
- VT Dept of Health

### **First Responders**

- Benson Fire Department
- Brandon Fire Department
- Brandon Police Department
- Brandon Rescue Squad
- Castleton Police Department
- Chittenden Fire Department
- Clarendon Fire Department
- Danby-Mt. Tabor Fire Department
- East Wallingford
- Fair Haven Fire Department
- Fair Haven Rescue Squad
- Hubbardton Fire Department
- Ira Fire Department
- Killington Fire/Rescue Department
- Killington Police Department
- Mt. Holly Fire Department
- Mt. Holly Rescue Squad
- Pawlet Fire Department
- Pittsfield Fire Department
- Pittsford Fire Department
- Pittsford Police Department
- Poultney Rescue Squad
- Proctor Fire Department
- Regional Ambulance
- Rutland City Fire Department
- Rutland City Police Department
- Rutland County Sheriff's Department
- Rutland Town Fire Department
- Shrewsbury Fire Department
- Tinmouth Fire Department
- Vermont State Police

- Wallingford Fire Department
- Wallingford Rescue Squad
- West Pawlet Fire Department
- West Rutland Fire Department

#### **Grocery/Retail**

- Aldi
- CVS
- General notification that all retail workers are welcome?
- Hannaford
- Home Depot
- Price Chopper
- Rutland Food Co-op
- Shaw's (Fair Haven)
- Tenney Brook Markets/Donuts of Rutland
- Tops
- Walgreens
- Walmart

#### **Fuel Dealers**

- Keyser Energy
- Marcell Oil Company
- Midway Oil
- Proctor Gas
- Surburban Propane
- Johnson Energy

#### **Non-Profit**

- Boys and Girls Club
- BROCC-Community Action
- Dismas House
- Meals on Wheels
- Mentor Connector
- New Story
- Proctor/Pittsford Food Shelf
- Rutland County Community Cupboard
- Rutland County Humane Society
- Rutland County Parent Child-Center
- Rutland Free Library
- Southwestern Vermont Council on Aging
- Turning Point
- United State Postal Service
- United Way of Rutland County
- Vermont Community Foundation
- Vermont Farmer's Food Center- Everyone Eats
- Vermont Food Bank

**Transportation/Housing/Utility**

- DPW
- GMP
- Homeless Prevention Center (Rutland County Housing Coalition)
- Housing Trust of Rutland County
- MVRTD/The Bus
- Rutland Housing Authority
- Rutland Recreation & Parks Department
- State of Vermont: Dept for Children & Families
- VELCO

**Education**

- Rutland City Public Schools
  - Northeast
  - Northwest
  - Rutland Middle School
  - Rutland Intermediate School
  - Pierpoint Primary Learning Center
  - Rutland High School
  - Stafford Technical Center
  - RMS/RHS Allen Street Campus
  - RHS Grove Street Campus
- Rutland Catholic Schools
  - Christ The King
  - MSJ
- Other Private
  - Rutland Area Christian School
  - Killington Mountain School
- Greater Rutland County Supervisory Union
  - Proctor Elementary/High School
  - West Rutland School K-12
  - Rutland Town School K-8
  - Poultney Elementary/High School
  - Middletown Spring Elementary
  - Wells Village School
- Rutland Northeast Supervisory Union
  - Barstow K-8
  - Leicester Central School
  - Lothrop Elementary
  - Neshobe Elementary
  - Whiting Elementary
  - Sudbury Country School
  - Otter Valley Middle/High School
- Mill River Unified School District
  - Mill River Union High School
  - Clarendon Elementary School
  - Wallingford Elementary School
  - Shrewsbury Elementary School
  - Tinmouth Elementary School
- Slate Valley Unified Union

- Fair Haven Grade/High School
  - Castleton Elementary
  - Castleton Village School
  - Benson Village School
- Windsor Central Supervisory Union
  - Killington Elementary School



## **Business Development Committee Meeting Minutes | Wednesday, June 9<sup>th</sup>, 2021 | Via Zoom**

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**Present:** John Russell III, Mike Doenges, Brennan Duffy, Rick Gile, Russ Marsan, Lyle Jepson, Tyler Richardson

The meeting was called to order at 8:00 a.m.

Rick moved to accept the minutes from Wednesday, April 14<sup>th</sup>, 2021. The motion was seconded by Russ and passed unanimously.

### **CORI Update**

Rick updated the committee on the process so far. Two guides from CORI have been assigned to assist us, meeting weekly for a half-hour with a subcommittee of three. The first phase is a community assessment, which involved a lengthy questionnaire and ongoing stakeholder interviews, to determine the community's strengths and weaknesses. CORI has been impressed by the depth of progress and knowledge in our community. This assessment is expected to conclude in the next couple of weeks. The next phase will be a strategy session which will spin off sub-committees assigned to tackle specific subjects and tasks recommended by CORI based on the community assessment. Once we know the specifics, we will begin to form the sub-committees, most certainly assigning individuals of this committee to one or more of these sub-committees. The objective of the process as defined by CORI is to form a community that is welcoming to remote workers and digital economy entrepreneurs to start, form, and/or grow their businesses. Our community may be weak in the necessary elements to support these objectives now, but we are highly favorable in our preparedness for digital economy growth – the assumption being our established major industries are technology-dependent to a degree (11% of our area businesses overall are technology dependent). This process dovetails nicely with the CEDS process, as well as the Regional Marketing Initiative where we have put together an incentives package to attract workers in partnership with State programs. The committee discussed the question "What is the 'digital economy'?", which has a broad definition and touches multiple industry sectors.

### **Vermont Farmer's Food Center / M&S Development**

We continue to work with the VFFC to encourage them to seek professional help with M&S Development to put together a strategy. We have been advocating for State and Federal resources to support the next stage of their growth, but they need to professionalize their approach by partnering with experts to provide proper guidance.

### **Killington TIF District Update**

Lyle convened a group in Killington made up of the local planning commission and select board members to introduce them to State economic development staff to begin a conversation around establishing a TIF district in Killington. This was an informational meeting to kick off a discussion for Killington. A potential TIF district would support a \$50 million water and sewer project that would spur development. This would be a unique TIF district in Vermont, as districts are typically located in downtowns and village centers. Killington has hired White & Burke to help them through the process. Brennan has engaged in conversations with the Mayor, the RRA board, and White & Burke about a Rutland City TIF district. He expects this conversation will continue, and suggested ARPA money could potentially fund this process for the City.



#### **Old Business**

None.

#### **New Business**

Mike reported he will be visiting Hula in Burlington with Kim Rupe and members of the Board of Alderman. Hula is an incubator accelerator that has spurred private investment in multiple Burlington startups along with infrastructure investments along the waterfront. The intent is to have a conversation with Hula about expanding into other Vermont communities. There could be potential connections among various Vermont communities that offer unique strengths to the statewide startup environment – Rutland could be the “manufacturing hub” for startup incubation, with The MINT being an already advanced component of this. With the rail expansion to Burlington, the connection to Burlington and surrounding communities could further bring down to our area entrepreneurs and startups to connect to the resources we can provide, as well as linking their resources to our area businesses.

The next meeting is scheduled for Wednesday, August 11<sup>th</sup>.

**Adjournment at 8:36 a.m.**





## **Membership Committee Minutes**

### **June 11, 2021 via Zoom**

Attending: Laurie Mecier-Brochu, Amy Laramie, Brooke Rubright, Lyle Jepson, Penny Inglee

#### **1. Membership Drive**

- Laurie will encourage Board Members to provide a lead for potential new members at the meeting on Tuesday, June 15th.
- Names should be received by the end of June and end the membership drive by end of August.
- Suggestion: Create a stock template new member posts on social media.
- Suggestion: Encourage Board Members to bring a friend who isn't a member to a mixer.

#### **2. Membership Outreach/Retention**

- Brooke and Lyle have started their member outreach. They have made a few visits and are continuing to schedule more.
- Brooke is creating a piece that will show what each committee is doing to provide to members on these visits.
- Members have asked how they can be more involved in what CEDRR is doing.
- Non-payment seems to be more COVID related verses just not wanting to be a member.
- Brooke and Lyle are reviewing what each business does and how we can and have helped them in the past prior to meeting with them.

**Next Meeting:** The next meeting will be held on August 13<sup>th</sup>. The committee will be sent an update in July.

## DIVERSITY, EQUITY, AND INCLUSION RESOURCES

### SESSION 1

|   |   |
|---|---|
| <p>Articles</p> <ul style="list-style-type: none"> <li>▪ <a href="#">Unpacking the invisible Knapsack</a></li> <li>▪ <a href="#">The-Complexity-of-Identity</a></li> <li>▪ <a href="#">Defining Diversity, Equity and Inclusion</a></li> <li>▪ <a href="#">Diversity Wins - McKinsey Report</a></li> <li>▪ <a href="#">Diversity, Equity an inclusion Glossary</a></li> <li>▪ <a href="#">The Cultural Iceberg</a></li> <li>▪ </li> </ul>                                     | <p>Books</p> <ul style="list-style-type: none"> <li>▪ <a href="#">White Fragility</a> by Robin J. DiAngelo</li> <li>▪ <a href="#">Reinventing Diversity</a> by Howard Ross</li> </ul> |
| <p>Videos</p> <ul style="list-style-type: none"> <li>▪ <a href="#">Respect and Inclusion</a></li> <li>▪ <a href="#">We're Stronger as Us. We're Stronger as Allies</a></li> <li>▪ <a href="#">The danger of a single story   Chimamanda Ngozi Adichie</a></li> <li>▪ <a href="#">L'Oréal's Diversity &amp; Inclusion mission</a></li> <li>▪ <a href="#">Don't Put People in Boxes</a></li> <li>▪ <a href="#">Purl from Pixar</a></li> </ul> <p>Podcasts: NPR: Code Switch</p> | <p>Activities</p> <p><a href="#">How Different are We</a></p> <p><a href="#">Project Implicit</a></p> <p><a href="#">Diversity Wheel Exercise</a></p>                                 |