



**Chamber and Economic Development of the Rutland Region Board of Directors Meeting**  
**Tuesday, June 21<sup>st</sup>, 2022 | 8:00 a.m.**

**Via Zoom:**

<https://us02web.zoom.us/j/85287569383?pwd=YXJXY1ZmaG80eUp0cTlHaFhOEI3dz09>

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**Agenda**

- Call to Order John Casella II, President
- Approval of Minutes from May 17<sup>th</sup>, 2022 (pages 2-3) John Casella II, President
- Committee Reports Shana Louiselle, Co-Chair  
Nicole Kesselring, Chair  
MaryAnn Goulette, Co-Chair  
Russ Marsan, Chair  
Eric Mallette, Chair  
Karen Garrow, Chair  
Tyler Richardson
  - DEI Committee (see attached materials, page 4)
  - Real Estate (see attached materials, pages 5-6)
  - Marketing (see attached materials, page 7)
  - Business Development (see attached materials, page 8)
  - Events (see attached materials, page 9)
  - Finance (see attached materials, page 10)
  - Policy
- Old Business
- New Business
- Executive Director's Report Lyle Jepson
  - Introduction: Lesley Classen, Director Human Resources, RRMC
- Adjournment

**Upcoming Meetings and Events:**

DEI Committee – Friday, June 24<sup>th</sup>, 12:00 p.m. – 1:00 p.m.

CEDRR Mixer (Four Seasons Sotheby's International Realty) – Tuesday, July 12<sup>th</sup>, 5:00 p.m. – 7:00 p.m.

Real Estate Committee – Wednesday, August 3<sup>rd</sup>, 8:00 a.m. – 9:00 a.m.

Marketing Committee – Thursday, August 4<sup>th</sup>, 12:00 p.m. – 1:00 p.m.

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

CEDRR Mixer (The Hub CoWorks) – Tuesday, August 9<sup>th</sup>, 5:00 p.m. – 7:00 p.m.

Business Development Committee – Wednesday, August 10<sup>th</sup>, 8:00 a.m. – 9:00 a.m.

Events Committee – Thursday, August 11<sup>th</sup>, 8:00 a.m. – 9:00 a.m.

Board of Directors – Tuesday, August 16<sup>th</sup>, 8:00 a.m. – 9:00 a.m.

Parade of Heroes / Whoopie Pie Festival on Center Street – Saturday, August 27<sup>th</sup>, 12:00 p.m. – 10:00 p.m.



### **BOARD OF DIRECTORS MEETING MINUTES – Tuesday, May 17, 2022 – Via Zoom**

**Present:** John Casella II, Shana Louiselle, Karen Garrow, Nicole Kesselring, Sue Bishop, Amy Laramie, Russ Marsan, Thomas Maughs-Pugh, Greg McClallen, Ed Bove, Brennan Duffy, Fran Sun, Heather Starzynski, Cam Schaefer, Eric Mallette, Jess Anderson, Bill Moore, Maryanne Goulette, Olivia Lyons, Tyler Richardson, Chrispin White, Lori Pinkowski, Lyle Jepson

The meeting was called to order at 8:02 a.m.

Motion: John moved to accept the minutes from the April 19<sup>th</sup>, 2022. The motion was seconded by Karen and passed unanimously.

#### **Real Estate**

Nicole reported talks continue on TIFS. At their last meeting on May 4<sup>th</sup>, 2022, they discussed a possible committee re-structure and merging with the Business Development Committee as they are discussing the same topics. It's an opportunity to explore the topic of merging.

Tyler reported that we were invited back to apply for the Northern Borders Regional Commission for work on the Airport Business Park with a focus on getting water access across the road. The parking lot will be paved mid-summer

#### **Marketing**

New camera equipment was purchased for Olivia to use for live photos and videos. The Weekend Getaway is in the works for September 22-25, 2022. A scavenger hunt is being set up so that participants can visit different areas of the Rutland Region. Olivia has reached out to Town Clerks offices to get ideas on points of interest in their area and creating those relationships to show CEDRR is working for them. Adjustments are being made based on the analytics of the website and number of click-throughs on the website. Lyle reported the Feud was a great success and credited Eric for his quick wit and engagement with the teams and the audience. Bill Ackerman was also credited with all the behind-the-scenes work. Chrispin reported the event netted roughly \$13,000. We were hoping for more however, costs had increased quite a bit from 2 years ago when we last held the event. The event will be held next year on February 25, 2023, and hopefully the event will increase the bottom line. We sold 400 tickets and Eric said that was no small feat.

#### **Finance**

Karen reported there was a small profit in April and our YTD profit looks good. There is an audit underway. The Revolving Loan Fund has had no inquiries or applications unfortunately. There continues to be a past due balance with one client where we are awaiting resolution.

#### **Business Development**

The HUB is going to be delayed opening until August as there are supply chain issues and our furniture will not arrive in time for a July opening. Killington continues to move forward in the TIF process. There's a company out of Canada looking to purchase 400+ acres to develop into world-class golf courses. The Rutland TIF is identifying viable projects to develop to form a TIF District. The City approved CSJ and will possibly be a mix of housing and day care.

**Business Development Continued:**

A business pitch competition was funded by Rutland City which not only includes a cash prize but wraparound services for broad business support, and CEDRR will play a role in designing and administering the competition. We hope to involve The HUB in the competition and leverage CEDRR partnerships for the mentorship piece, particularly in the categories of accounting, legal, and marketing. This will help kickstart our mentor and entrepreneurship development programs for The HUB.

**Events**

Eric discussed the Feud and said the energy was amazing in the Paramount as this was the first community event at the Paramount in 2 years and it really raised a lot of spirits. The last mixer was held at Rutland Beer Works and attended by about 25 people – Dale was happy with the turnout. Next mixer is at the Airport on June 14 and at Four Seasons Sotheby's in July where there will be a ribbon cutting of their new location on West Street. Whoopie Pie Fest and Parade of Heroes event is moving along nicely with permits in place.

**Policy**

Tyler reported there was not a meeting last month and encouraged all to join us at the Legislative Breakfast on Monday May 23 at Southside Steakhouse.

**DEI**

Shana said the committee met at the end of April and had invited Jeanette Langston from Social Tinkering to see how they could collaborate. Jeanette came to Rutland via the Marketing Initiative. She started the non-profit Social Tinkering as a way to combat the physical, mental, social and economic impacts of loneliness of the community. She started the Rutland+ collaborative to build connections among the LGBTQ+ community. They will work to bring resources and programming to a broader community. A discussion at the DEI meeting was conducted regarding a board diversity audit of the CEDRR Board and a policy around roster building that reflects the type of representation we want.

**Executive Director**

Lyle introduced Tom Maughs-Pugh, the Interim President of Castleton University who in turn introduced the new incoming President of Vermont State University, Dr. Parwinder Grewal.

Meeting adjourned at 9:00 am.



## DEI Committee Meeting Minutes Friday, May 27, 2022

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**Present:** Shana Louiselle co-chair, Traci Moore, Bill Moore, Lyle Jepson, Thomas Franco, Heather Starzynski

The meeting started at 12:03pm. Shana reviewed the committee's history and work over the past year.

The focus of the current meeting is to review one item on the Action Plan: diversity of the CEDRR Board membership. The CEDRR nomination committee will be meeting this summer to review the Board's upcoming openings. The DEI Committee has an opportunity to recommend input on the process, specific to the diversity of nominees. It was decided that the group should recommend to the Board that the process for electing new Board members should start with an open call for nominations to the CEDRR membership and public, launched by a press release that highlights CEDRR's work and outlines the skill sets needed. Discussion included highlighting current members of the Board and the shared vision they bring to the CEDRR Board. At the same time, new members should be drawn from a broad DEI lens. Lyle spoke to the current focus of all committees on population growth.

The committee brainstormed categories of skill sets and demographics that support CEDRR's Mission, which is: "To use collaboration, creativity, and ingenuity to create a regional economic climate conducive to business growth by recruiting talent and businesses of all kinds, growing and retaining employers, while creating a bridge to community and cultural organizations which promote healthy and vibrant neighborhoods and enhance the quality of life in Rutland County."

### **Categories:**

#### Skillsets/professional expertise

Real Estate, small business operator/owner, large business operator/owner, legal, finance, housing, childcare, non-profit underrepresented communities, healthcare, manufacturing, energy, human resources and governance, marketing, digital economy, hospitality, entertainment, recreation, and lived experience.

#### Demographic

Age, gender, race, town and/or business residence, ability/disability, business sector representation (remote worker), years of residence, self-identified skill set, special interests, etc.

Heather will forward information to Shana from Board Source concerning a survey of the current Board to get a baseline. Shana will create a draft.

As a reminder, at the next CEDRR Board meeting we will have representatives from Rutland Regional Medical Center who will explain their DEI journey and important benchmarks for success. That will be a time to discuss the survey and purpose for it.

**Next meeting** – Friday, June 24<sup>th</sup> 12:00 noon to 1:00pm in person at the CEDRR office with a virtual option.

#### Agenda

- Continue discussion on recommendations to the Nominating Committee
- Review draft survey



## Real Estate Committee Meeting Minutes | Wednesday, June 1<sup>st</sup>, 2022 | Via Zoom

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**Present:** Nicole Kesselring, Andy Paluch, Mark Foley, Lyle Jepson, Michael Doenges (8:35)

The meeting was called to order at 8:05 a.m.

### Minutes from the last meeting

Lyle failed to get the minutes from the previous meeting approved : 😞

### Rutland Airport Business Park Phase II Update

Nicole is working with Tyler by providing information needed for the NBRC grant application. It is due on 6-3-22. The Industrial Park Association has funding that is needed for cash-match. The Belden's have spoken to Tyler and Lyle about potential development, once the water crosses the road.

### TIFs Update

The VEPC Board met with Killington last week. The process continues to move forward in a positive way. The VEPC Board will meet again on June 30<sup>th</sup>. It is hoped that the TIF District will be approved at that time. Great Gulf, a Toronto based development company, was in attendance at the meeting and appears to be very interested in the Killington Village Project. A company staff member made it very clear that "but for" the TIF, which will provide needed infrastructure (water and roads), the project will not happen.

Rutland City has a committee studying the viability of a TIF District. On 5-31-22, Dominic Cloud – St. Albans Town Manager, toured several sights in the City and met with the committee. His suggestings included:

1. There are viable projects in the City. He sited three: Lynda Lee/VFFC, the Beverage Center gateway and Wales/West Street. CSJ was also described as a "major asset".
2. The City is in a good position to absorb risk.
3. The City has low interest access to capital that developers do not have access to.
4. The City has a time horizon that is much longer than a developer and does not expect the rate of return that a developer needs in order to take on a project.

He pointed out that in St. Albans they would purchase a site, clean it up with Brown Fields funding and then sell it/give it to a developer to build on. It increased surrounding property values by virtue of the infrastructure that was put in and increased the tax base with new development.

### CSJ Update

An RFP has been distributed to conduct a feasibility study of the property. It should be complete by mid-September. The goal is to involve all stakeholders and create a highest and best use recommendation. The study is under the control of the Housing Trust and is being funded by \$30,000 from the City ARPA fund.

### 112 Quality Lane Update

No report.

### Committee Structure

It was decided that there are sufficieint topics to discuss, which warrant continuing with the structure that is in place.

**Old Business**

The City ARPA fund is supporting \$400,000 in funding for market rate housing rehabilitation. The RRA is in discussion with NeighborWorks who will may administer the funds. The money is intended to help with owner occupied, market-rate housing redevelopment.

**New Business**

Sadly, Joe Giancola has passed away. There was brief discussion about the future of the Giancola Family of Businesses holdings. Supporting the family and the continued good work that has taken place for decades under Joe's leadership was the focus.

Andy gets Married next weekend! Congratulations!

**Adjournment at 9:00 a.m.**

## **Marketing Committee Meeting Minutes | Thursday, June 2, 2022 | Via Zoom**

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**Present:** Bill Ackerman, Steve Costello, Brennan Duffy, Mary Ann Goulette, Lyle Jepson, Greg Youkov, Olivia Lyons, Kelley Robinson, Sarah Pelkey, Jordan Spear, Michael Talbott

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

### **Weekend Getaway Plans and Updates**

Olivia Lyons briefly went over some changes to the Weekend Getaway plans made by the subcommittee. Marketing Committee members were asked to help by looking into the costs and availability of the activities we will offer to households. The document has been sent in addition to the minutes. If you have not signed up for something, please select one of the highlighted lines and let Olivia know so she can add your name to the list. Olivia will check back in with those volunteers later this month. Twelve out of twenty-eight towns in the county have responded with scavenger hunt locations.

### **Real Rutland Marketing Plan 2022-2023**

Olivia and Greg Youkov went over the marketing plan for the Real Rutland website and general campaign. There was a lot of discussion regarding the S.W.O.T. analysis. Bill Ackerman suggested expanding the focused personas and Sarah Pelkey suggested targeting people with skills, such as construction. Bill also suggested spending twice as much money on Google ads and less on social media ads. Greg and Olivia will make changes and send revisions to the committee again for further review.

### **CEDRR Events Update**

CEDRR is hosting a mixer at the Rutland-Southern Vermont Regional Airport, June 14, from 5:00-7:00 p.m., another mixer and ribbon-cutting ceremony July 12, from 5:00-7:00 p.m. at Four Seasons Sotheby's in Rutland City, and another mixer August 9, at The HUB CoWorks from 5:00-7:00 p.m. The Housing Trust of Rutland County has an Open House in their new space, the former Herald building, June 30, from 4:00-6:00 p.m.

The meeting was adjourned at 12:29 p.m.

The July meeting has been canceled. Our next meeting is Thursday, August 4, from 11:30 a.m. - 12:30 p.m., hopefully in person.

Possible topics include:

- Real Rutland Weekend Getaway Update
- Preparing for The HUB CoWorks Grand Opening/Mixer on August 9



## **Business Development Committee Meeting (and Public Information Session) Minutes** **Wednesday, June 8<sup>th</sup>, 2022 | 112 Quality Lane, Rutland, VT**

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**Present:** Russ Marsan, Brennan Duffy, Mark Foley, Jr., Rick Gile, Jerry Hansen, Liz Weinman, Lyle Jepson, Tyler Richardson

The meeting was called to order at 8:03 a.m. Mark made a motion to approve the minutes from May 11<sup>th</sup>. The motion was seconded by Jerry and passed unanimously.

### **USDA Community Facilities Grant – Equipment Funding Update and Public Information Session**

We have applied for a \$50,000 grant through the USDA Community Facilities grant program for equipment, and as a part of that process we have set today's meeting up as a public information session and an opportunity for folks to hear about the application and ask questions. We put a notice in the May 28<sup>th</sup> edition of the Rutland Herald noticing this meeting. Tyler gave an overview of the grant program, distributing a one-page summary of the application which included a list of equipment.

### **Hub Update**

Lyle is in the process of finishing the EDA Build to Scale grant. The opening of The HUB has been delayed due to a delay in furniture delivery. We will plan on holding a mixer at the HUB in August. We need to begin thinking about our approach to staffing the Hub, initially with three key positions: Executive Director, Outreach Coordinator, and a part-time IT position. We need to find a path to sustainability through program revenue generation, private philanthropy, grants, etc. We have been approached to discuss a congressionally directed spending request from Senator Leahy's office.

### **MINT Update**

The MINT received a sizable grant to run educational programming throughout this summer and into next summer. The board of the MINT has decided to leverage this grant funding to hire a full-time Executive Director, as the limits of volunteer management are becoming apparent. Although this presents financial risks for the organization, it is a risk worth taking and an investment in the growth of the MINT.

### **Old Business**

We have decided not to combine the Real Estate and Business Development Committees, as there will be much work ahead for both committees given all of the developments going on. Russ reached out to contacts for support services for the Rutland business pitch competition and will follow up with them, and CEDRR will conduct outreach, as well.

### **New Business**

We are meeting with Joan Goldstein from ACCD tomorrow afternoon to discuss ongoing initiatives. The committee's meeting will be on June 8<sup>th</sup> at The HUB.

**Adjournment at 8:47 a.m.**





**EVENT COMMITTEE MEETING, Thursday June 9th, 2022, 4pm (in-person)**

**Present:** Penny Inglee, Bill Ackerman, Chrispin White, Olivia Lyons, Lori Pinkowski, Sarah Furman, Amy Laramie and Jessica Anderson

- **CAPE AIR MIXER – 6/14/22** – We discussed our next mixer at the Rutland Airport sponsored by Cape Air. Plans were being put in place for a VIP flight in Cape Air's new Tecnam aircraft, with one or two additional flights possible. Food and bar provided by the Rollin Rooster.

- **UPCOMING MIXERS**

**July 12<sup>th</sup>** – Four Seasons Sotheby's in conjunction with their open house and ribbon cutting of new location

**August 8<sup>th</sup>** – The Hub

**September 13<sup>th</sup>** – New Story Center

**October 11<sup>th</sup>** – Allen Pools & Spas celebrating Breast Cancer Awareness Month

**November** –Paramount Theatre – Date to be determined

**December 13<sup>th</sup>** – Heritage Family Credit Union – Annual Holiday Party

- **WHOOPIE PIE FEST**

All is moving along nicely. Website is up and running, vendors have been contacted (waiting for responses) and logistics are being ironed out. Still in need of a band to march in the parade, as the date is difficult for local school bands

- **FALL WEEKEND GETAWAY**

Set for September 22-25<sup>th</sup>. Promotion will start in June and July for applicants and they will be vetted for authentic interest in the Rutland Region. Olivia is reaching out to Town Clerk's offices to get a list of places to send the visitors on a scavenger hunt so they can explore other parts of the region and participate for a chance to win a \$200 gift basket. This also shows the Towns we are truly working for them too.

- **New Business** – Preliminary conversation about this year's Annual Meeting. Format and possible speakers were discussed. We will discuss more at our next meeting when we have more members present.
- **Next Meeting** – Thursday, July 14th at 4:00 pm – CEDRR Conference Room



## Finance Committee Meeting Minutes | Tuesday, June 14<sup>th</sup>, 2022 | Via Zoom

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**Present:** Karen Garrow, Scott Dikeman, Scott Gregg, Rolf Hirschmann, Chris Keyser, Russ Marsan, Andrew Simonds, Lyle Jepson, Tyler Richardson

The meeting was called to order at 8:16 a.m. Rolf moved to accept the minutes from April 12<sup>th</sup>, 2022. The motion was seconded by Andrew and passed unanimously. Chris K. moved to accept the minutes from May 10<sup>th</sup>, 2022. The motion was seconded by Andrew and passed unanimously.

### **CEDRR Internal Financials**

The committee reviewed the financial reports including the CEDRR P&L, balance sheet, and regional marketing activity. Tyler reported the FY21 audit is progressing

### **Update on Grants/Appropriations**

We have been working on several grants and federally directed spending appropriations in the last few months, including: EDA Build to Scale for The HUB CoWorks; Northern Borders Regional Commission for work expanding the Airport Business Park; USDA Community Facilities for equipment for The HUB CoWorks; a Department of Labor grant to work with interns in partnership with Stafford; an appropriations request from Congressman Welch for the Vermont Farmer's Food Center; and an appropriations request from Senator Leahy for The HUB CoWorks. We will also be entering into a contract with Castleton University for administrative work should they receive a Northern Borders Regional Commission grant. We will begin writing REDG grants when the program opens up in September.

### **Revolving Loan Fund**

All loan clients are current on payments except for loan #108-01-01. The SBA EIDL application process has concluded and the borrower did not receive the full requested amount. We have not received information on what was received from EIDL, nor any updated financials or payments. It's been indicated that National Bank of Middlebury and VEDA are working on a restructuring that will include us in the mix, but we have heard nothing definitive on this. It has been made clear to all parties that we do not wish to continue with this loan. Tyler will continue to follow up with the other lenders and keep the committee updated. We have one loan inquiry that Tyler will be following up on this week.

### **Old Business**

None.

### **New Business**

Tyler and Lyle encouraged the committee to attend tonight's mixer at the Airport.

### **Adjournment at 8:39 a.m.**