



Board of Directors Meeting
Tuesday, August 15th, 2023 | 8:15 a.m.
IN PERSON: The Hub CoWorks, 67 Merchants Row, Suite 201
Remote Option:

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

Agenda

- Call to Order Russ Marsan, Vice President
- Approval of Minutes from June 20th, 2023 (pages 2-3) Russ Marsan, Vice President
- Executive Director's Report Tyler Richardson
 - Ongoing Projects: Flood resources, Rutland City TIF, Housing Committee, Killington LDD, NBRC / ABP, Other Grants, 112 Quality Lane / The MINT / Robotics, StartUpRutland / The Hub CoWorks, FY24 Budget
- Committee Reports

Olivia Lyons
Chrispin White
Nicole Kesselring, Chair
MaryAnn Goulette, Co-Chair
Russ Marsan, Chair
Karen Garrow, Chair
Tyler Richardson

 - DEI (see attached materials, pages 4-5)
 - Events (see attached materials, page 6)
 - Real Estate (see attached materials, page 7)
 - Marketing (see attached materials, pages 8-9)
 - Business Development (see attached materials, page 10)
 - Finance
 - Policy
- Old Business
- New Business
- Adjournment

Upcoming Meetings and Events:

Finance Committee – Thursday, August 17th, 8:15 a.m. – 9:15 a.m.

DEI Committee – Thursday, August 24th, 11:00 a.m. – 12:00 p.m.

Events Committee – Tuesday, September 5th, 8:00 a.m. – 9:00 a.m.

Real Estate Committee – Wednesday, September 6th, 8:15 a.m. – 9:15 a.m.

Marketing Committee – Thursday, September 7th, 11:30 a.m. – 12:30 p.m.

Finance Committee – Tuesday, September 12th, 8:15 a.m. – 9:15 a.m.

Business Development Committee – Wednesday, September 13th, 8:15 a.m. – 9:15 a.m.

Whoopie Pie Fest – Saturday, September 16th, 12:00 p.m. – 5:00 p.m.

Board of Directors – Tuesday, September 19th, 8:15 a.m. – 9:15 a.m.



Board of Directors Meeting, Tuesday, June 20, 2023

Present: Shana Louiselle, Nicole Kesselring, Amy Laramie, Sue Bishop, Mike Mitrano, John Casella II, Traci Moore, Bill Moore, Karen Garrow, Russ Marsan, John Russell, Mary Cohen, Alex Hilliard, Daniel Mora, Lyle Jepson, Tyler Richardson, Chrispin White, Karly Haven, Sarah Nadler, Lori Pinkowski, Joel DeSota, Olivia Lyons, Scott Graves

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

Approval of minutes: Nicole made a motion to accept the minutes of the May 16, 2023 meeting. The motion was seconded by Daniel and passed unanimously.

Real Estate: 112 Quality Lane: All of the leases for the tenants in the building end on April 30, 2024. Ann Clark has indicated an interest in continuing with their lease. The MINT has an opportunity to partner with Rutland Area Robotics and expand into more space in the building. They have entered into a sublease arrangement with Bodycote starting July 1st for 11,920 square feet. The MINT is requesting a letter of intent that CEDRR will continue with a lease at \$3.50 per square foot beginning on May 1, 2024, which is a reduction in the rate we are getting for the space currently. Under this scenario, The MINT will vacate the 3,786 square feet they are currently occupying, which Ann Clark will then take over on July 1st, 2023. Although granting The MINT a lease at their continued reduced rate for additional space will generate less revenue in the future than had been previously budgeted, the building will continue to be a productive real estate asset for CEDRR. It is recommended to the Board for approval of a 3-year lease for The MINT on May 1, 2024, for \$3.50 sq/ft NNN, creating a new lease for Ann Clark for additional space beginning July 1, 2023, and creating a one-year lease with Bodycote beginning May 1, 2024.

Bill made a motion to approve the signing of the letter of intent between The MINT and CEDRR as presented. The motion was seconded by Daniel and passed unanimously.

Executive Director Report: President of Resort Residential at Great Gulf, Michael Sneyd, was introduced by Lyle. Michael gave an overview of Great Gulf and his background in working on resort development projects and specifically Killington Village. Great Gulf was started in 1975 in Canada and is currently developing properties in 19 cities across North America. The goal of the Killington project is to build upon services that are already in place and create spaces conducive to families. In partnership with the town, Great Gulf is seriously considering helping with workforce housing in Killington.

Finance: The committee reviewed the finances for the month, and it was a strong month with grant funding being drawn down. That funding will support StartUp Rutland costs, primarily. The Finance Committee has discussed moving funds to a higher interest-bearing account, which Tyler will research. Karen, Lyle, and Tyler have had interviews with two people for the Finance and Compliance Manager position. There is currently one incomplete application to the revolving loan fund. The applicant is waiting to hear back from other potential financing sources before submitting a final application.



Business Development: See Real Estate report above.

Marketing: Olivia reported that the Mini Mountain bike weekend took place this past weekend for two people. Unfortunately, a second couple didn't visit because flights were cancelled. Going forward, we will change the model back to families who are serious about relocating and must interview for eligibility. The Fall weekend getaway is moving forward. Marketing for that will start in two weeks and the event will take place on October 12-15.

Events: The committee has reviewed its existing events to determine if they were profitable and to look at how to minimize expenses and maximize revenue. Instead of adding more events, the committee is looking at ways to add value and revenue to current events. Chrispin has had conversations with Oliver Subaru and is looking into a raffle for a 3-year lease. The goal would be to sell tickets at CEDRR events and then draw a winner at the Annual Meeting in November.

The last Mixer at Cluckin' Café was a success, and the owners were very happy. The next Mixer is July 11th at Four Seasons Sotheby's.

Policy: The final legislative breakfast was June 5th, where the Governor was in attendance. The next meeting will be in September.

DEI: The committee met with organizers from Rutland County Pride to make a connection with organizations in the community. CEDRR donated \$1,000 to the Rutland County Pride Festival. The Festival was well-attended, with Rutland County Pride reporting an audience of approximately 3,000-4,000 people.

Old Business /New Business: none

Meeting adjourned 9:16 am

Next meeting: Tuesday, August 15, 2023, 8:15 a.m.

DEI Committee
Minutes from Thursday, July 27th 11:00am-12:00pm

Present: Shana Louiselle-Co-Chair, Lyle Jepson, Olivia Lyons, Raven Crispino, Traci Moore, Brian Kerns

Guests: Marissa Arduca – Assistant Director at Social Tinkering, Shasta Mattino – CEDRR Finance and Compliance Manager

Unable to attend: Danielle Monroe, Heather Starzynski, Daniel Mora

The meeting was called to order at 11:05am

Modifications recommended for the draft survey that will be sent out to businesses

Opening Statement

- Make the opening not italicized.
- Two separate paragraphs beginning with “The survey results”. Should we call this “People and Belonging” as opposed to DEI. Would be good to add this as part of the introductory paragraph. Why DEI in the first place?
- Brian will email the definition of diversity to the group. “As you complete this survey, please keep this definition in mind.”
- Discussion took place about making the focus less on the title “DEI” and more about “Community and Belonging” in the opening statement.
- Add CEDRR Logo and header describing survey.
- Add call to action. “Thank you for helping us to create a Rutland County DEI tool kit.”

#1 Add 10-20, 20-50, 50-100, Over 100, take off other

#3 Would you describe your business as a diverse organization? Change to “Do you consider your organization to be a diverse organization?”

#4 How important is it to learn more about..... Change to “How important is learning about DEI to your business and your business outcomes?”

#5 Have you or your business started any DEI practices or policies? Change to “Every organization is at a different place on the DEI spectrum. Please note where you think you are by checking all that apply.”

- A formal DEI program has been implemented
- A defined staff member is assigned to the process
- HR Policies are in place
- Staff training in place
- Starting to consider where to begin
- Looking for resources to help initiate the process
- Have yet to consider
- Have considered but need assistance
- Other

#6 If yes, do you have a point person or committee in charge? Change to “If you have an established DEI process at your organization, and you are interested in being a community resource or would be interested in sharing information with others in the community, please provide us with contact information.”

8 What are some ways that you have..... Change to “What resources would be helpful to your organization as you consider implementing DEI practices or as you continue on your DEI path? “

Discussion also included offering a prize for participation. Put their name in for a drawing. This would negate the anonymity of the process. Further discussion can take place on this.

Vermont Prosperity Project/Resource Hub – Marissa

The resource center that they are creating will be moving forward on August 1st with a website/platform Hub of resources. They are interested in learning more about what will be helpful to the business community. The survey should help inform the answer to the question.

Pride Festival – Brian pointed out that he was very impressed with the event. Kudos to all.

Adjournment: The meeting adjourned at 11:56pm.

Next Meeting: Thursday, August 24th, 11:00am-12:00pm - Join Zoom Meeting

<https://us06web.zoom.us/j/8028021111?pwd=M2tYNHN0U3RzTUZiemkrVmk0MmFvUT09>

Meeting ID: 802 802 1111 Passcode: 559659

Agenda:

1. Survey Timeline
 - Review the revised survey at the August 24th meeting
 - Make any necessary modifications
 - Pick a date to send out the survey
 - Bring survey results to the September meeting
2. Discuss meeting with William from Rutland County Pride in the future.
3. Other

Shared Folder

 [DEI/Belonging Online Hub Planning - CEDRR](#)





Events Committee Meeting, August 1, 2023, 8:00 a.m.

Present: Amy Laramie, Karen Worcester, Leona Minard, Penny Inglee, Chrispin White, Olivia Lyons, Lori Pinkowski

Mixers:

The July mixer at Four Seasons Sotheyby's was a huge success. Lots of great door prizes were handed out and excellent food by Roots. There were about 80-100 people there.

Next mixer is August 8 at Community Health where they will also be celebrating National Health Center Week. It will take place outside at 71 Allen Street and will be catered by Taco Fresco with music by Nikki Adams. Penny, Karen and Leona all volunteered to help at the registration table.

Whoopie Pie Fest

We have 3 judges so far: Cassie Cjeko the Culinary teacher at Stafford, Connor Monroe, Karen Worcester from Heritage Family Credit Union. We are looking for 2 more with at least 1 more being a chef.

We have locations to drop off left over whoopie pie: Open Door Mission, BROCC & VFFC who also have freezer space, Rutland United Methodist Church and Moose Lodge.

The volunteer link has been shared with the committee – please share far and wide as we need 68 volunteers and so far we have 18. Here's the link: <https://volunteersignup.org/DRC7L>

Annual Meeting – November

We need to start planning with a theme, speaker, music, food and Awards. Awards this year will be Innovator of the Year, Business Leader of the Year, Community Leader of the Year and Volunteer of the Year. We want create an exciting event that will draw the community. Amy suggested a speaker on AI. Chrispin to follow up.

Car Raffle – it was agreed to table the raffle until early next year when there's more time to plan and to sell tickets at events. Possibly start selling tickets at the Business Show in April. This raffle is also an opportunity for someone on the committee to take over and help organize and run the raffle.

Next meeting: Tuesday, September 5, 2023, 8:00 a.m.



Real Estate Committee Meeting Minutes | Wednesday, August 2nd, 2023 | Via Zoom

Present: Nicole Kesselring, Andy Paluch, Mark Werle, Kim Griffin, Lyle Jepson, Tyler Richardson

The meeting was called to order at 8:20 a.m.

112 Quality Lane Update and Site Visit

Kim gave us a tour of the new space at The MINT. The transition is ongoing as equipment and tools continue to get resituated but much work has been accomplished. The wood and metal shops are completely separated, allowing for a better use of space and addressing the safety concerns arising when the two spaces were collocated. The new entryway is more comforting and inviting. There is a new computer lab paid for by a grant and put together by a cohort of Rosie's Girls – both youth and adult programming will occur in the lab. They are changing their approach to renting out studio space, standardizing the spaces instead of letting people pick how much square footage they need – they will build walls for this, and they currently have two interested parties in these spaces. iBots had a camp going this morning – this is an example of how the partnership with Robotics will allow The MINT to level up their offerings. They expect to have the Robotics arena built by September 1st. Sponsorships and other fundraising will be necessary for The MINT to sustain the new space. The committee looked at the south parking lot – Nicole is continuing to work with Coca-Cola on a solution but it is moving in a good direction, and work should be able to be completed in the Fall.

Old Business

None.

New Business

None.

Adjournment at 9:17 a.m.

Marketing Committee Meeting Minutes | Thursday, August 3, 2023 | Via Zoom

Present: Lyle Jepson, Sarah Pelkey, Jordan Spear, Traci Moore, Michael Talbott

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

Notes from Olivia:

Weekend Getaway 2022

We spent \$2,800 on social media ads, but we also spent money on Google ads. 450 people entered. 4,605 links clicked from the social media ads, bringing people to the Real Rutland website. 356,731 people (about half the population of Vermont) reached on social media. The campaign ran for 28 days.

Weekend Getaway 2023 – October 12-15

We will spend \$1,500 on social media ads and no money on Google ads. 621 people have entered as of Wednesday afternoon. 4,623 links have been clicked from the social media ads, bringing people to the Real Rutland website. 428,393 people have been reached so far. The campaign will continue until August 11, running for a total of 39 days. Interviews will continue until August 25. Winners will be announced on August 29. 89 interviews have been scheduled, but not everyone shows up. Olivia follows up with each person and sometimes they reschedule with her. Currently, Olivia has interviewed 15 families and says there are about half a dozen quality contenders. Many are young 20-30s couples who want to start families in Vermont.

As of Wednesday afternoon, someone from every state except, Alaska, Iowa, New Mexico, Utah, and Wyoming have entered. Yes, there was one Vermonter from Springfield. The length of time might be a little long, Olivia thinks the shorter campaigns, around 28 days, are better.

Mountain Bike Weekend Getaway

We spent \$1,400 on social media ads. About 600 people entered, this was an open-ended entry, people were not required to interview or discuss relocating to the area. 3,102 links clicked from the social media ads, bringing people to the Real Rutland website. 297,378 people reached on social media. The campaign ran for 29 days.

We are looking for ideas for the following portions of the weekend getaway:

- Where to host the welcome dinner on Thursday, October 12. Last year, we held it at Still on the Mountain, and it was nice, but expensive. We held the mountain bike weekend getaway at The Lookout, could we use the upstairs area for an event? Any other ideas?
- Does anyone know of any events or activities happening that weekend?
- We are thinking about potentially cutting costs by not hosting the dinner on Saturday and asking everyone to go to a meet & greet (next topic) instead. We will still host the breakfast on Sunday morning where we can get feedback and learn what went well and what should be modified.
- Any activities we didn't do last year that people would suggest? We hosted the following activities, kayaking, rock climbing, guided hike, suggested hikes, scavenger hunt (on their own), mountain biking, and the Hathaway corn maze. We planned the art tour and the covered bridge tour, I think a few drove by some of the bridges in their travels, but no one took part in finding all. The Poultney Chili Fest was also the weekend we hosted last year. It is September 30th this year.

Meet and Greet Collaboration

Arwen Turner, Executive Director of Come Alive Outside (CAO) asked if we would like to host a welcome party for new residents at the October 14, Leaf Peeping Party, outside of Roots. This is the same weekend as our Weekend Getaway, which we think is perfect. The families will be invited as well to show them how our community truly welcomes people in, and they will be able to meet people, get resources, and purchase Rutland and fall items.

Arwen has since invited the Downtown Rutland Partnership, CEDRR, Green Mountain Approach, and other CAO affiliates to take part in the planning. Olivia has volunteered to be at the meeting when a time is set, and we are determining how we will be involved financially. More information to come.

The analytics have not been completed because Google was not giving accurate statistics and Olivia didn't want to share false numbers. We will have them soon and share them once it is up and running again. Example, it said no one had visited the website in over a week, which is obviously not true.

Concierge Coordinator Update

Karly provided the following information:

- Number of new Rutland County residents this year (through 8/1) through the Concierge Program: 36
- Number of people who will be moving to Rutland county by the end of 2023: 22
- Number of people moving to Rutland county in 2024: 8
- Bringing the total of people who have moved using the Concierge Program since 2016 to approximately 225.
- We are going to exceed 2022 numbers.
- The total number of new Rutland County residents through the Concierge Program in 2022 was only 39 people.

Other

On 10-14-23 there is a community-wide yard sale that might be fund for the Weekend Get-A-Way.

Both Jordan and Sarah reported that visits to Vermont and local businesses are down, in large part because of the flooding and perception that Vermont is not open. We discussed messaging on Real Rutland that Rutland County is open for business.

Sarah pointed out that Olivia did a great job presenting at the VCRD conference about Real Rutland, where there was great interest. Kudos to Olivia!

Adjourned at 11:54 am

Next Meeting will be held on Thursday, September 7th, 2023, from 11:30 am-12:30 pm via Zoom



Business Development Committee Meeting Minutes
Wednesday, August 9th, 2023 | 112 Quality Lane

Present: Rick Gile, Jerry Hansen, Bernie Krazsnoff, Liz Weinmann, Lyle Jepson, Shasta Mattino

Guest: Kim Griffin

The group met at the MINT, Rutland's Makerspace. The meeting was called to order at 8:18 a.m. Kim Griffin, Executive Director of the MINT, provided a tour. A new computer lab is being utilized by a wide spectrum of citizens from seniors to younger participants. She outlined youth learning opportunities that have taken place over a five-week 40 hr/wk timeframe. A Rosie's Girls program was currently underway at the time of the visit.

Kim indicated that the MINT started relocating shops on July 1st, the point in time when the MINT took over a larger portion of the building. It is a work in progress that will culminate in a MINTacular event in October as part of the Art Hop event that takes place throughout the County. It will be a two-day event, with the bulk of the MINT's delivery on the Saturday of the targeted weekend. Marketing materials will be broadly distributed.

Kim pointed out that membership is growing, they have a very active team of volunteers, and they are excited by the new relationship that they are developing with Rutland Area Robotics. A clear continuum of education, training and participation is providing opportunities to elementary age individuals to adults.

Committee members were impressed with the MINT's progress and current offerings. Kim acknowledged that the MINT will always be in transition as it works towards meeting the needs of the community.

When asked what she needed for support, Kim indicated that marketing the existence and opportunities available is essential, and she welcomed any help in doing so.

Adjournment at 9:00 a.m.

Respectfully Submitted,

Lyle Jepson