



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

Tuesday, September 21<sup>st</sup> 2021 | 8:00 a.m. | Via Zoom:

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

### Agenda

- Call to Order John Casella II, President
- Approval of Minutes from August 17<sup>th</sup>, 2021 (pages 2-3) John Casella II, President
- Executive Director's Report Lyle Jepson
  - Karen McCalla – Executive Director, The MINT – Rutland's Makerspace
  - FY22 Board Nominations (page 4)
  - CORI Update
- Committee Reports   
Nicole Kesselring, Chair  
Steve Costello, Co-Chair  
MaryAnn Goulette, Co-Chair  
Karen Garrow, Chair  
Eric Mallette, Chair  
John Russell III, Chair  
Laurie Mecier-Brochu, Chair  
Shana Louiselle, Co-Chair  
Tyler Richardson
  - Real Estate (see attached minutes, page 5)
  - Marketing (see attached minutes, page 6)
  - Finance
  - Events (see attached minutes, page 7)
  - Business Development (see attached minutes, page 8)
  - Membership (see attached minutes, page 9)
  - DEI Committee
  - Policy (see attached minutes, page 10)
- Old Business
- New Business
- Adjournment

### Upcoming Meetings and Events:

Real Estate Committee – Wednesday, October 6<sup>th</sup>, 8:00 a.m. – 9:00 a.m.

Marketing Committee – Thursday, October 7<sup>th</sup>, 12:00 p.m. – 1:00 p.m.

Policy Committee – Friday, October 8<sup>th</sup>, 12:00 p.m. – 1:00 p.m.

Finance Committee – Tuesday, October 12<sup>th</sup>, 8:15 a.m. – 9:15 a.m.

Business Development Committee – Wednesday, October 13<sup>th</sup>, 8:00 a.m. – 9:00 a.m.

Events Committee – Thursday, October 14<sup>th</sup>, 8:00 a.m. – 9:00 a.m.

CEDRR Annual Meeting – Thursday, October 14<sup>th</sup>, 5:30 p.m. – 7:30 p.m. (at the Fairgrounds)

Membership Committee – Friday, October 15<sup>th</sup>, 8:00 a.m. – 9:00 a.m.

Board of Directors – Tuesday, October 19<sup>th</sup>, 8:00 a.m. – 9:00 a.m.



**Board of Directors Meeting  
Minutes – August 17, 2021 via Zoom**

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**Members Present:** Jessica Anderson, Ed Bove, John Casella II, Mary Cohen, Steve Costello, Karen Garrow, Mary Ann Goulette, Nicole Kesselring, Amy Laramie, Shana Louiselle, Laurie Mecier-Brochu, Kelley Robinson, Cameron Schaefer, Jonathan Spiro

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

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

**Approval of Minutes:** Ed Bove moved to accept the minutes of the June 15, 2021 Board of Directors Meeting. The motion was seconded by Jessica Anderson and passed unanimously.

**Executive Director Report – Lyle Jepson**

**CEDRR's Mission:** Mr. Jepson reviewed the various items CEDRR worked on and helped other organizations with over the past year. He will be holding a meeting with the Executive Committee to review everything CEDRR has done and what should be continued to stay on mission.

**Board Meetings:** There was discussion around going back to in-person Board Meetings or some sort of hybrid remote and in-person. CEDRR will look into the technology that is available and discuss with Ed Bove their plan for new technology in the RRPC conference Room. There is still concerns regarding meeting in person due to the growing number of COVID cases due to the delta variant.

**Parade of Heroes:** The decision will be made this afternoon as to if the Parade of Heroes will be postponed. This was to be a celebration of our community heroes and the end of the pandemic. With the rising number of COVID-19 cases it does not seem appropriate to be celebrating yet. This event is expected to be close contact and very crowded and could put people at risk of contracting the COVID variant, particularly children. The committee will make the decision following the Governor's Press Conference today. There is a plan in place for announcing the postponement if necessary.

**Committee Reports**

**Real Estate Committee – Nicole Kesselring**

- **Linda Lee Property:** Assessment work has started at the property. Following this assessment there should not be any further question as to the extent of the contamination. The next phase will be a corrective action plan.
- **Gateways to the city:** The former redemption center at the corner of Rts 4 & 7 (North Main and Woodstock Ave.) is being considered for a solar site with parking and some green space. There are very limited ways that the City can have input on siting of the installation. The committee has concerns regarding the high traffic volume. Steve Costello abstained from participating in any course of action taken. Another gateway of concern is coming into downtown from South Main and Strong's Ave., as Domino's has purchased the former Stewarts property.

- **112 Quality Lane:** There are a number of repairs and upgrades taking place at the property including bathrooms, roof gutter work, repairing the sump pump and potential grading/paving of the south parking lot.
- **Housing:** Flatley Company is no longer pursuing their original location for a housing development. They are looking for 15-25 acres. Please let Lyle know if you have any suggestions on locations.

#### **Marketing Committee – Steve Costello**

- **LIFT Phase 4:** The staff was hoping for a greater number of leads in the first few weeks of the campaign and quickly met with LIFT to make adjustments. The target areas were shifted to locations in the west in addition to the metropolitan areas.
- **Incentive Program:** The relocation incentive program is ready to launch.
- **State of Vermont Marketing Efforts:** The new ThinkVermont! Manager has started and has been in contact with each region for insight on ways the state can improve their efforts.

#### **Finance Committee – Karen Garrow**

- **Revolving Loan Fund:** A large loan to a local manufacturer has been approved and has closed.
- **CEDRR Budget:** The committee has reviewed the proposed budget and recommends approval. The budget was provided to the Board of Directors in their packets. A motion was made by Mary Ann Goulette to approve the FY22 budget as presented. The motion was seconded by Laurie Mecier-Brochu and unanimously approved.
- **Audit Report:** The committee reviewed the audit report. There were limited deficiencies that have already been addressed. A motion was made by Mary Ann Goulette to approve the audit report. The motion was seconded by Jessica Anderson and unanimously approved.

#### **Membership Committee – Laurie Mecier-Brochu**

- **Membership Drive:** All leads from Board Members have been contacted by staff.
- **New members:** Arson Skate Shop, Fox Creek Inn and Neighborworks of Western Vermont.
- The committee will be discussing how to proceed as the committee does not have a defined task.

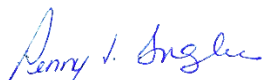
#### **DEI Committee – Shana Louiselle**

- **Progress update:** Shana reviewed the accomplishments to date including leadership commitment, having an appointed standing committee, built in infrastructure, adoption of values and principals and defined common language.
- **DEI Framework:** The committee discussed the three pillars of internal, external and foundation presented by Nikki. After discussion it was decided that the framework will initially be built for the CEDRR staff as a way to set an example to the community at large.

#### **Adjournment**

The meeting was adjourned at 9:06am.

Respectfully submitted,



Penny J. Inglee  
Member Services | Events | Office Manager



## **Executive Committee FY22 Board Nominations**

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On Thursday, September 2<sup>nd</sup>, the Executive Committee recommended to the Board of Directors for approval the following Board nominations for FY22:

- Sue Bishop – Four Season Sotheby's (replacing Laurie Mecier-Brochu)
- Eliza Wilcox – Green Mountain Power (replacing Steve Costello)
- Bill Moore – Brandon Economic Development Executive Director & Recreation Director (replacing Wayne Wilmans)
- Rolf Hirschmann – Hirschmann Windows and Doors (replacing Mark Foley)

Rutland Young Professionals has submitted the following recommendation for approval by the Board:

- Fran Sun – RYP Ex-Officio representative (replacing Alex Adams)



## **Real Estate Committee Meeting Minutes | Wednesday, September 1<sup>st</sup>, 2021 | Via Zoom**

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**Present:** Nicole Kesselring, Andy Paluch, John Russell III, Lyle Jepson, Tyler Richardson

The meeting was called to order at 8:05 a.m. Approval of the previous meeting minutes was tabled due to a lack of quorum.

### **Rutland City Solar Update**

The committee reviewed an update on the solar array proposed to be located on the corner of Route 4 and 7. Our concern has been the visual appeal of this site as a gateway to the city. It sounds like this project is moving forward. The committee discussed influencing the aesthetic of the property and the proposed development to spruce up the corner, through landscaping, etc. Our best path forward is helping to make this corner something the community can be proud of, and the developer is open to these discussions. We'll work with the RRA and the developer to suggest a thoughtful approach to the landscaping and offer any assistance we can.

### **112 Quality Lane**

Nicole reviewed a grading plan for the parking lot in preparation for repaving, which we're expected to have finalized soon. We intend for this plan to help decrease the amount of pooling water in the lot. We are working with Ann Clark and The MINT to move The MINT's trailer from the loading docks, and Tyler will follow up to make sure that is going smoothly. We continue to work on upgrading the Bodycote bathrooms and Ann Clark entry door.

### **Stevens & Associates – VFFC / Lynda Lee**

Discussion continues with M&S Development and the VFFC around expanding the VFFC and repurposing the Lynda Lee building. It is on mission for us to redevelop an unused building. The VFFC continues to looking at available State and Federal resources. There is a request from the VFFC of the CEDRR Executive Committee to contribute \$5,000 into the \$33,000 M&S assessment plan and we will submit this request soon – they have also requested money from the RRA and Rutland City. Lynda Lee has a lot of barriers to development, and the committee discussed if other sites would make this more viable. It is worth thinking about all of the pieces to assemble to bring forward transformative projects – TIF, ARPA, etc.

### **Membership on the Committee**

The committee welcomed Andy Paluch to the committee.

### **Old Business**

We will be talking with the CEDRR Executive Committee about our work with CORI and the possibility of relocating and expanding our operations, which would actively involve the CORI project and partners. Lyle will present more information to the committee at a later date.

### **New Business**

Andy discussed the strong market for buyers to buy and revitalize multi-family housing stock, and the need in the community for quality rentals. There's an opportunity to use public dollars to incentivize private investment, and we can make our communities a great place to be good landlords. The next two years could be transformational with regards to rental stock. If we don't do something, we will not be able to attract people to move here because there will be no place to live. We would love to continue this conversation at future meetings. The next meeting is scheduled for Wednesday, October 6<sup>th</sup>, at 8:00am.

**Adjournment at 9:01 a.m.**



## **Marketing Committee Meeting Minutes** **Thursday, September 2, 2021 | Via Zoom**

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

The meeting was called to order at 11:32 a.m.

### **Phase 4 Update**

Abby and Chris from LIFT gave a presentation to summarize the data from Phase 4 which ran from June 17-August 21. Chris recapped prior campaigns that had a greater number of leads generated but were considered very long engagement in return. LIFT did share that some of the creative cost for the upcoming phase would be decreased given the postponement of the Whoopie Pie Fest. The slides with the full report are attached. The committee asked LIFT questions regarding adjusting target markets and how to increase engagement for the new leads. Chris shared that all of the new leads are funneled into an automated newsletter to receive regular reminders. Lyle and the committee thanked LIFT for their presentation and work.

### **Open Discussion**

Lyle opened the floor up to the committee to have an open discussion about where things are at and suggestions to move forward. The suggestion was made to look at the overall economic impact for the individuals and families that have moved to Rutland County as another indicator of success. The committee would like to see some additional data on the individuals and families that have moved here and where the channels they are coming in from. Staff will determine the updated data, including research on economic impact and regroup with the committee.

Next meeting will be October 7, 2021, at 11:30am.

### **Agenda:**

1. RMI longitudinal data
2. Lift next steps
3. Annual Meeting
4. Other



## Events Committee Minutes September 9, 2021 via Zoom

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**Present:** Jessica Anderson, Penny Inglee, Lyle Jepson, Russ Marsan, Eric Mallette, Laurie Mecier-Brochu, Brooke Rubright, Kathleen Taft

### **Parade of Heroes/Whoopie Pie Festival Postponement**

- These events have been postponed due to the uptick in COVID-19.
- The tentative date to hold a joint Parade of Heroes and Rutland Whoopie Pie Fest is June 18, 2022.
- Downtown Rutland Partnership is also planning late Spring/early summer Brewfest.

### **Future Events**

- **Events that will continue**
  - Real Rutland Feud: February 26<sup>th</sup> at Paramount Theatre
  - Rutland Business Show: April 12<sup>th</sup>. Location TBD
  - Mixers beginning in 2022
  - Parade of Heroes/Whoopie Pie Fest: Tentatively June 18<sup>th</sup> on Center St.
  - Ribbon Cuttings provided CDC guidelines can be followed.
  - Annual Meeting: October 14<sup>th</sup> at Vermont State Fairgrounds, drive in style.
- **Postponed Events**
  - All mixers for the remainder of 2021
  - 2022 Golf Tournament (normally would take place when the tentative date for Parade/Whoopie Pie Fest is)
- **Other Items**
  - Map: We will hold off on producing another map.
  - Faces Membership Directory: Possibly in the Spring. There was discussion around setting specific guidelines and putting it out to bid to multiple photographers.
  - Puzzle: Lyle has reached out to a couple local organizations about purchasing high quantities of the puzzles. As soon as the decision is made, we will move forward.

**Next Meeting:** September 23, 2021 at 8:30am to discuss CEDRR Annual Meeting



## **Business Development Committee Meeting Minutes | Wednesday, September 8<sup>th</sup>, 2021 | Via Zoom**

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**Present:** John Russell III, Brennan Duffy, Mark Foley, Jr., Rick Gile, Jenney Izzo, Mark Werle, Karen McCalla, Lyle Jepson, Tyler Richardson

The meeting was called to order at 8:01 a.m. Rick moved to accept the minutes from Wednesday, August 11<sup>th</sup>, 2021. The motion was seconded by Mark and passed.

### **MINT Update**

Karen reported things have been happening really quickly. In April, they moved into a bigger space and now occupy 14,500 square feet. They have added new shops (pottery, letterpress, textiles) and expanded existing shops (jewelry lab, glass lab) based on member demand, and they've proven very popular among the membership for both classes and general use. In August, they hosted their annual MINTacular! to celebrate their fifth year of being open. Over 350 people stopped by, and the event was a huge success bringing folks in for hands-on experiences throughout the day – 168 kids produced Boiler projects during the event. The Boiler – the new, grant-funded kids and family makerspace section of the facility – has been a huge success this summer. They hired ten programming assistants to help deliver programming to kids, and over 590 kids experienced this programming in some way. They took the Boiler on the road as The Boiler Bus, addressing equity issues in the community by bringing programming to kids with limited transportation options, and this has also been a big success and could be a large revenue generator in the future. There is definitely a strong market for this type of programming, and they are in the process of hiring a part-time educational coordinator to design and deliver Boiler programming. Karen reviewed The MINT's progress over the last five years and addressed projections from their original five-year plan, illustrating we've hit every metric and then some. Karen asked for the committee's help in identifying candidates for the education coordinator position. The committee congratulated Karen on the success of The MINT and they are excited about the direction of the organization.

### **CORI Update**

Lyle presented a slide deck we are preparing for community outreach. We envision a space where there will be co-working, businesses operating, business support organizations, interesting lectures, art and artists, classes, and the CEDRR offices, all connected to the amenities that downtown Rutland provides. We are calling it "The Hub," and Lyle showed some conceptual designs for the exterior. This will be a ten-year plan and a public/private partnership that we will need to identify significant grant dollars and community support to build and maintain – it's about creating a culture, and it will require an investment over time. We hope to have the space ready to open by Spring 2022. We have fitted up the CU Internship Hub, and we will be hosting an open house later this month.

### **Old Business**

Brennan gave an update on the TIF process for Rutland City. The Board of Alderman approved an RFP for a consultant to assist through the process. He anticipates a ten-month process working with the consultant.

### **New Business**

Tyler and Lyle will be visiting Bhakta Spirits on the former Green Mountain College campus to hear about their redevelopment plans. John has asked to step down from chairing this committee.

### **Adjournment at 8:51 a.m.**





## **Membership Committee Minutes September 10, 2021 – via Zoom.**

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

**Membership Committee Structure:** There was a discussion regarding the need for the committee to meet on a regular basis. The consensus is that the committee doesn't need to meet on a monthly basis and that the committee should become an ad-hoc committee. Mr. Jepson will discuss this with the Executive Committee. Committee members Laurie Mecier-Brochu and Amy Laramie will be assigned to other committees they have interest in.

### **Membership Outreach/Retention**

- Retention: Brooke has been reaching out to members who are over 60 days past due. This has resulted in some payments and gathering needed information on the members.
- Statements: Penny and Lyle sent out statements with letters to all members that were past due. Statements will start going out monthly again.

### **New Members**

We have the following new members since the August meeting:

- Voigty Electrical
- Rose Agency of Horace Mann
- Techquest



## **Policy Committee Meeting Minutes | Friday, September 10<sup>th</sup>, 2021 | Via Zoom**

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**Present:** Ed Bove, Blair Enman, Jennifer Scott, Wayne Wilmans, Pam Zagorski, Lyle Jepson, Tyler Richardson, Leo Gibson

The meeting was called to order at 12:02 p.m. The minutes were tabled due to a lack of a quorum.

### **Leo Gibson, Bhakta Spirits**

Leo thanked the committee and discussed the redevelopment plans for Bhakta Spirits on the former Green Mountain College Campus. The long-term vision is a multi-use project on the campus incorporating the spirits business, campus curriculum, and a variety of recreational and service offerings. Their initial focus will be on building the spirits business, and there was much discussion among the committee regarding legislation to allow direct-to-consumer shipping of spirits from Vermont. This piece of legislation had a positive path through the legislature last session and is expected to be taken up again with little controversy at the next session. Leo and Bhakta Spirits are asking for our support in getting this legislation passed. The committee discussed further incentives and development aid the State of Vermont could offer, and there was discussion around Vermont piloting a similar program to Start Up NY tied to tax incentives for educational campuses. A further conversation with ACCD to determine the best course of action around initiating this pilot would be a good next step. Leo will follow up with us on next steps. The committee thanked Leo for his time and congratulated Bhakta Sprits on this exciting project.

### **Review of 2020 Policy Statement**

The committee briefly reviewed the policy statement we generated last year to determine what continues to be relevant. The committee will discuss this further at future meetings.

### **Old Business**

None.

### **New Business**

None.

**Adjournment at 1:00 p.m.**