



Chamber and Economic Development of the Rutland Region Board of Directors Meeting
Tuesday, November 16th, 2021 | 8:00 a.m.
67 Merchants Row | RRPC Third Floor Conference Room

Agenda

- Call to Order John Casella II, President
- Approval of Minutes from October 19th, 2021 (pages 2-4) John Casella II, President
- Committee Reports
 - Real Estate Nicole Kesselring, Chair
 - Marketing (see attached materials, pages 5-19)
 - Action Item: Review of FY22 Marketing Plan MaryAnn Goulette, Co-Chair
 - Finance (see attached materials, pages 20-23) Karen Garrow, Chair
 - Events (see attached minutes, pages 24-25) Eric Mallette, Chair
 - Business Development (see attached minutes, page 26) Russ Marsan, Chair
 - DEI Committee (see attached minutes, page 27) Shana Louiselle, Co-Chair
 - Policy (see attached minutes, page 28) Tyler Richardson
- Old Business
- New Business
- Executive Director's Report Lyle Jepson
 - Tour of 67 Merchants Row ("The HUB")
- Adjournment

Upcoming Meetings and Events:

Marketing Committee – Thursday, December 2nd, 12:00 p.m. – 1:00 p.m.

Events Committee – Thursday, December 9th, 8:00 a.m. – 9:00 a.m.

Real Estate Committee – Wednesday, January 5th, 8:00 a.m. – 9:00 a.m.

Marketing Committee – Thursday, January 6th, 12:00 p.m. – 1:00 p.m.

Finance Committee – Tuesday, January 11th, 8:15 a.m. – 9:15 a.m.

Business Development Committee – Wednesday, January 12th, 8:00 a.m. – 9:00 a.m.

Events Committee – Thursday, January 13th, 8:00 a.m. – 9:00 a.m.

Policy Committee – Friday, January 14th, 12:00 p.m. – 1:00 p.m.

Board of Directors – Tuesday, January 18th, 8:00 a.m. – 9:00 a.m.



Board of Directors
Minutes – October 19, 2021 via Zoom

Members Present: Jessica Anderson, Sue Bishop, Ed Bove, John Casella II, Mary Cohen, Steve Costello, Michael Doenges, Brennan Duffy, Rolf Hirschmann, Nicole Kesselring, Amy Laramie, Shana Louiselle, Eric Mallette, Bill Moore, Kelley Robinson, John Russell, Cam Schaefer, Jonathan Spiro, Fran Sun

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

Call to order: The meeting was call to order at 8:04am.

Approval of minutes: Karen Garrow made a motion to accept the minutes of the September 21, 2021, Board of Directors meeting. The motion was seconded by Nicole Kesselring and passed unanimously.

Executive Director's Report – Lyle Jepson

- **Election of FY 22 Board Officers:** Johnathan Spiro made a motion to accept the slate of officers as presented. The motion was seconded by Rolf Hirschmann and passed unanimously.
 - President: John Casella, II
 - Vice President: Shana Louiselle
 - Co-Treasurers: Karen Garrow and Russ Marsan
 - Secretary: Nicole Kesselring
- **New Board Members were introduced:**
 - Sue Bishop, Four Seasons Sotheby's International Realty
 - Rolf Hirschman, H. Hirschmann
 - Bill Moore, Town of Brandon
 - Fran Sun, Rutland Young Professionals
- **CORI Update:** Work with CORI continues to create The Hub in the Opera House bringing digital economy jobs, co-working space, education, training, artist space and more to downtown Rutland. CEDRR would relocate to the space and operate The Hub on behalf MKF Properties with a revenue share agreement. Mr. Jepson provided initial mock-ups of the space.

Committee Reports

Real Estate Committee – Nicole Kesselring

- **Quality Lane:** Work continues at 112 Quality Lane. The Town of Rutland has approved the paving project. Efficiency Vermont has provided a \$40,000 grant to upgrade the lighting throughout the building. The total cost of the project is \$56,000. The CEDRR Finance Committee has approved spending the additional \$16,000 expense to complete the project.
- **Investors Initiative Update:** A group of area property owners and community leaders have been meeting casually to discuss ways to incentivize and increase market-rate rentals.

Marketing Committee – Lyle Jepson

- The committee and staff have been discussing bringing the work in house and not renewing the contract with Lift Marketing.
- Kim Rupe presented data on where engaged leads have been coming from and the percentages that represent Real Rutland campaign numbers.

Finance Committee – Karen Garrow

- **CEDRR Financials:** The committee has reviewed the financial reports. Quarter 4 reports will be available to the Board of Directors at the next meeting.
- **112 Quality Lane:** The committee discussed and approved the 112 Quality Lane lighting project and approved the \$16,000 expenditure. Other major upgrades will spread out over the next two fiscal years.
- **Revolving Loan Fund:** Loan #108-01-01 is almost two months behind on payments. The loan balloons in March. Staff has been asked to communicate early that CEDRR is not interested in continuing the loan to prepare for other arrangements. The committee has done a preliminary review on a possible new loan.

Events – Eric Mallette

- **Annual Meeting:** The Annual Meeting was held at the drive in with door proceeds being donated to Making Strides against Breast Cancer. If you couldn't attend the meeting is on rutlandvermont.com.
- **Fruits of Labor Community Raffle:** Gross revenue was around \$26,000. After all the associated invoices come in the net proceeds will be split between CEDRR, Come Alive Outside and Paramount Theatre.
- **Real Rutland Feud:** Work has begun on this event which will take place on February 26th at Paramount Theatre. Staff and the committee will be working on recruiting teams.
- **Business Show:** The tentative date is April 12th. The staff is looking at possibly relocating the event to the Rutland Recreation Department Gymnasium at the former CSJ. A survey will also be sent to previous year exhibitors.
- **Member Services and Events Manager:** CEDRR has received several applicants, but only a few that are promising. If anyone knows someone that would be a good candidate, please let Lyle know.

Business Development – Lyle Jepson

- **Committee Chair:** Russ Marsan has agreed to be the new committee chair.
- The committee will be focusing on The Hub and market rate housing.
- Thank you to John Russell III for his time as committee chair.

DEI Committee – Shana Louiselle

- The next meeting will be an extended brainstorming session to put the meat on the bones of the DEI strategic plan.

Policy Committee – Tyler Richardson

- The committee met Vermont Chamber of Commerce on priorities of the next legislative session

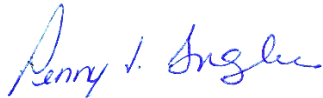
Old Business: There was no old business to come before the Board of Directors.

New Business:

- Mr. Duffy noted that the City of Rutland is proceeding with applying for a TIF District as approved by the Board of Aldermen. There will be a two-phase approach to include housing and commercial redevelopment.

Adjournment: The meeting was adjourned at 9:04am.

Respectfully submitted,



Penny J. Inglee
Members Services | Events | Office Manager



Marketing Committee Meeting Minutes Thursday, November 4, 2021 | Via Zoom

Present: Bill Ackerman, Brennan Duffy, Joe Gunter, Lyle Jepson, Nikki Hindman, Shana Louiselle, Bill Moore, Traci Moore, Kim Peters, Kim Rupe, Michael Talbott

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

Lyle started the meeting by giving a brief update on funding, specifically with the municipalities. Kim and Lyle are current revisiting towns who have supported the initiative in the past to give a campaign update. Lyle also shared that we have increased our local advertising with the Mountain Times (thanks to a \$10,000 sponsorship agreement) and Killington TV.

Presentation of Real Rutland Transition

Kim presented to the committee the staff's proposal for a two-part transition for Real Rutland.

1. Brand Transition: "Move to Rutland County" -> "Visit Rutland County"
2. In-House Transition: All campaign oversight and media buys transition in-house with support from FiveFire Media and Lyz Tomsuden Graphic Design.

The committee asked several clarifying questions specific to brand messaging, housing, and secondary homeowners in the area. The full presentation is attached for review as well as a one-page summary.

Motion: Bill Moore made a motion to approve the Real Rutland Transition as presented by CEDRR staff. The motion was seconded by Bill Ackerman and approved unanimously.

The meeting adjourned at 12:11 p.m.



Tentative Meeting Agenda
Thursday, December 3, 2021

Real Rutland Transition Update – Lyle & Kim

Asset Transfer LIFT to CEDRR – Lyle

Department of Tourism & Marketing Grant Update – Kim

Other



Real Rutland 2022

Overview:

Five years into the campaign and one year in as a merged organization, Chamber & Economic Development of the Rutland Region (CEDRR) intends to fully transition their Regional Marketing Initiative – Real Rutland – to operate in-house with the exception of website development and graphic design which will be contracted out. This transition will begin January 2022.

Targets:

Real Rutland has historically been a campaign designed to increase the workforce and overall population of Rutland County residents by attracting new individuals and families to move to the area. Given current housing challenges locally and the need for increased workforce on a national level, Real Rutland will transition to a tourism marketing strategy to encourage individuals and families to visit Rutland County, Vermont. The Real Rutland Concierge Program will remain the same with relocation efforts. New leads generated by visiting Rutland County will be communicate with regularly to utilize the Concierge Program with messaging such as, “Make Your Vacation Home Your Forever Home” to encourage permanent relocation. Outbound marketing will primarily consist of tourist attraction.

2022 Campaigns:

- **Phase 1 - YP Weekend:** The Real Rutland YP Weekend is intended to attract young professionals across the country to visit the State of Vermont for a weekend-long event designed to highlight what a great place Rutland County is to live, work, play, and live.
- **Phase 2 - Spend the Holiday's in Rutland County:** Phase 2 is designed to encourage individuals and families to spend the holidays in Rutland County.

2022 Calendar:

January 2022 - April 2022	April 2022 - August 2022	September 2022 - November 2022	November 2022 - December 2022
LIFT Advertising Thru 1/10/22	YP Weekend Campaign Runs	Analyze YP Weekend Campaign	Mid November: Winter Campaign Launch
Asset Transition from LIFT to CEDRR	August: YP Weekend Takes Place	Organic Fall Tourism	Winter Campaign Runs
YP Weekend Campaign Build		Winter Campaign Build	



**RU
VT**

RUTLAND VERMONT

REAL RUTLAND TRANSITION

**CHAMBER & ECONOMIC
DEVELOPMENT**
of the Rutland Region

TWO PART TRANSITION

PART ONE:

BRAND TRANSITION

**MOVE TO
RUTLAND
COUNTY**



**VISIT
RUTLAND
COUNTY**

**"MAKE YOUR VACATION HOME
YOUR FOREVER HOME."**

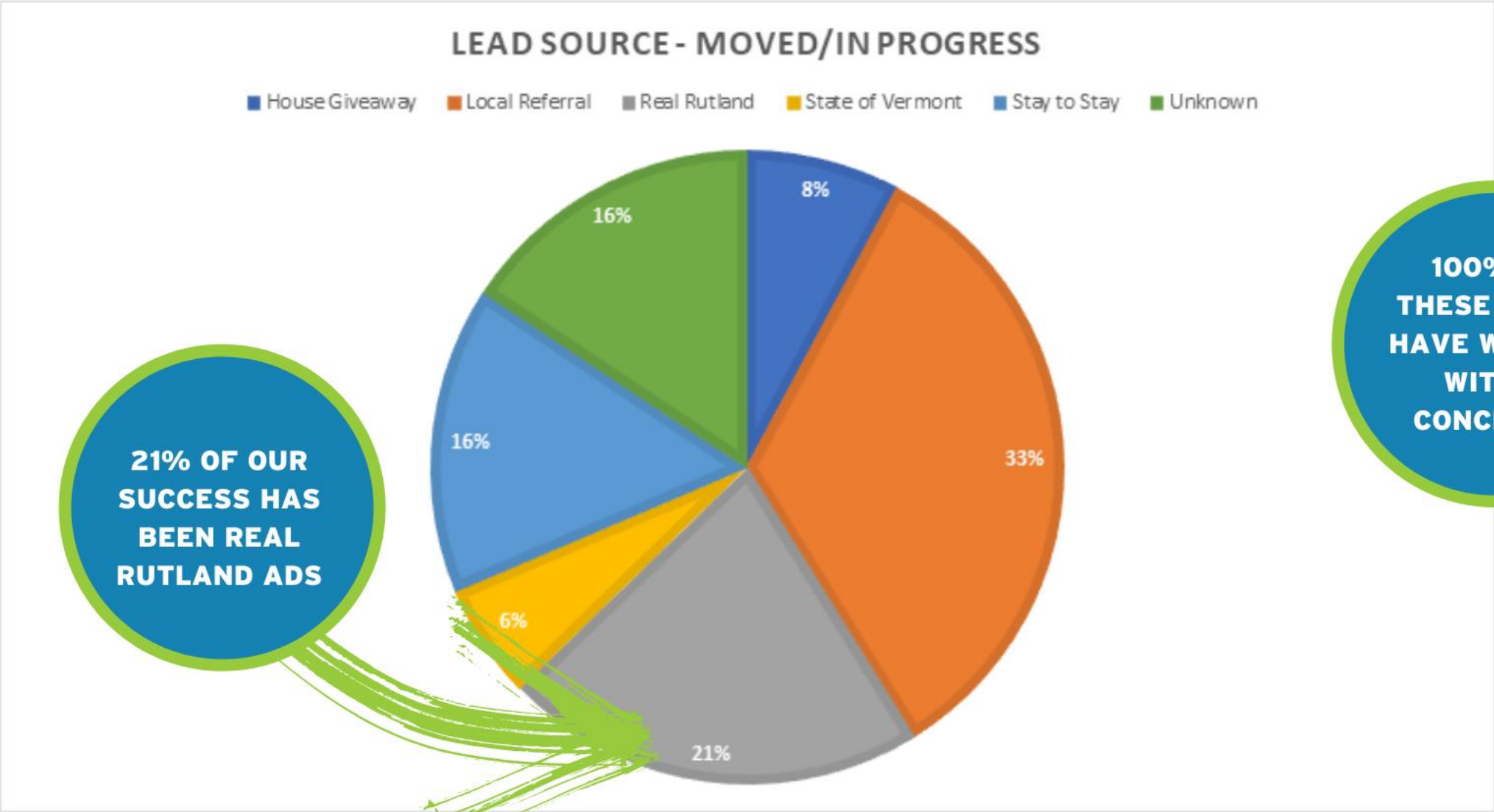
THE SECRET SAUCE



PART TWO: IN HOUSE TRANSITION



LEAD SOURCE REPORT



WORKLOAD TRANSITION: STARTING JANUARY 2022

CEDRR STAFF:

**OVERSIGHT
MEDIA BUYS**

FIVEFIRE MEDIA:

**WEBSITE
DEVELOPMENT**

LYZ TOMSUDEN:

**GRAPHIC
DESIGN**

**ADDITIONAL PART-TIME EMPLOYEE HIRED NOVEMBER 2021 FOR
REAL RUTLAND CONCIERGE SUPPORT**

2022 CAMPAIGNS

PHASE ONE:

**YP WEEKEND
AUGUST 2022**

(CAMPAIGN MARCH - AUGUST)

PHASE TWO:

**SPEND YOUR
HOLIDAY'S IN
RUTLAND COUNTY**

(CAMPAIGN OCTOBER - DECEMBER)

LOCAL ADVERTISING

MOUNTAIN TIMES: NOVEMBER 2021 - MARCH 2022

KILLINGTON TV: NOVEMBER 2021 - APRIL 2022

FY21 BUDGET

REVENUES

MUNICIPALITIES: \$37,793

BUSINESSES: \$85,000

CARRY FORWARD: \$11,551

TOTAL: \$134,344

EXPENDITURES

LIFT PHASE 1: \$5,750

LIFT PHASE 2: \$8,850

LIFT PHASE 3: \$20,466

LIFT PHASE 4: \$45,925

LIFT PHASE 5: \$35,595

MEDIA CREATION: \$2,000

CEDRR STAFF TIME: \$14,400

MATERIALS: \$1,000

INCENTIVES: \$400

TOTAL EXPENDITURES: \$134,386

FY22 BUDGET

REVENUE GOAL

MUNICIPALITIES: \$35,000

BUSINESSES: \$75,000

MARKETING GRANT: \$30,000

GOAL: \$140,000

EXPENDITURES

STAFF TIME: \$30,000

P/T STAFF: \$20,000

GRAPHIC DESIGN: \$5,000

WEBSITE: \$10,000

PHOTOGRAPHY: \$10,000

EVENTS: \$5,000

SUPPLIES: \$2,000

MEDIA BUYS: \$45,000

INCENTIVE PROGRAM: \$10,000

TOTAL EXPENDITURES: \$137,000

NOVEMBER 1, 2021 - SEPTEMBER 30, 2022

SUMMARY



» **COST EFFICIENT**

» **INCREASED OVERSIGHT & CREATIVITY**

» **SUPPORT RUTLAND COUNTY SMALL BUSINESS OWNERS**

VISIT RUTLAND, VERMONT - MAKE YOUR VACATION HOME YOUR FOREVER HOME.



Finance Committee Meeting Minutes | Tuesday, November 9th, 2021 | Via Zoom

Present: Karen Garrow, Jess Anderson, Scott Dikeman, Mark Foley, Jr., Scott Gregg, Rolf Hirschmann, Norm Ladabouche, Deb Quirk, Andrew Simonds, Lyle Jepson, Tyler Richardson

The meeting was called to order at 8:17 a.m.

Motion: Rolf moved to accept the minutes from October 12th, 2021. 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. We organized and participated in a community raffle that raised money for CEDRR, The Paramount, and Come Alive Outside. The regional marketing initiative is beginning the outreach to towns and businesses to raise money for FY22. We continue to see success with the initiative as people continue to move here, most remote workers, which will be a good driver for The Hub. The Marketing Committee has approved moving away from Lift and doing the work in-house. We have begun to draw down administrative funds from the RMI, as Kim spends a significant amount of time administering this program – additionally, we have hired a part-time staff member to assist with concierge program administration. Lyle will send the committee a recent RMI report.

Revolving Loan Fund

Loan #108-01-01 is current on payments, and the business has indicated they have applied for an EIDL loan and, should they receive it, will use these funds to pay the balance of our loan. Tyler has communicated our intention not to continue with this loan once the balloon payment comes due in March 2022. There are some discrepancies between the IRP report and the financials, which Tyler will look into. Overhead Door of Rutland will be paying off their loan this week. We continue to see interest in the loan fund, but no applications have come through recently.

Old Business

None.

New Business

Killington is applying for a TIF district designation, a conversation we have been a part of over several months. Rutland City is looking into a TIF, as well. We anticipate the brownfields cleanup money that is available will be used throughout Rutland County.

No meeting is scheduled in December, but if there is a need to meet to discuss emergent business Tyler will reach out to schedule a meeting.

Adjournment at 8:40 a.m.

Chamber and Economic Development of the Rutland Region

Profit & Loss by Class

July through September 2021

Accrual Basis

	Operating Fund	IRP Fund	TOTAL
Ordinary Income/Expense			
Income			
112 Quality Lane Income			
Ann Clark Rent	3,297.00	0.00	3,297.00
Ann Clark Reimbursements	843.43	0.00	843.43
Bodycote Rent	28,248.48	0.00	28,248.48
Bodycote Reimbursement	8,194.15	0.00	8,194.15
The MINT Rent	8,796.00	0.00	8,796.00
The MINT Reimbursement	4,220.08	0.00	4,220.08
Total 112 Quality Lane Income	53,599.14	0.00	53,599.14
Advertising Income			
Website	400.00	0.00	400.00
Advertising Income - Other	600.00	0.00	600.00
Total Advertising Income	1,000.00	0.00	1,000.00
Event Income			
Parade of Heroes/Whoopie Pie	44,722.00	0.00	44,722.00
Community Raffle	9,840.00	0.00	9,840.00
Event Income - Other	459.00	0.00	459.00
Total Event Income	55,021.00	0.00	55,021.00
Fees for Services			
Admin Fees from Funds	13,227.97	0.00	13,227.97
Loan Service Fees	0.00	3,021.00	3,021.00
IRP Rent	675.00	0.00	675.00
CU	3,444.00	0.00	3,444.00
Total Fees for Services	17,346.97	3,021.00	20,367.97
Membership Contributions 2021	120,611.75	0.00	120,611.75
Regional Marketing Initiative			
Fundraising - Municipalities	12,891.00	0.00	12,891.00
Total Regional Marketing Initiative	12,891.00	0.00	12,891.00
Miscellaneous Fees			
Annual Meeting	6,675.00	0.00	6,675.00
Insurance Premium Commissions	5,160.00	0.00	5,160.00
Interest Income Banks and CDs	30.67	0.00	30.67
Miscellaneous Revenue	2,434.35	0.00	2,434.35
Program Services Income	33,500.00	0.00	33,500.00
Total Miscellaneous Fees	47,800.02	0.00	47,800.02
ACCD Grant	41,195.00	0.00	41,195.00
Total Income	349,464.88	3,021.00	352,485.88
Gross Profit	349,464.88	3,021.00	352,485.88
Expense			
112 Quality Lane Expenses			
Depreciation	8,097.99	0.00	8,097.99
Fuel Oil	824.60	0.00	824.60
Property Insurance 112 Quality	1,305.00	0.00	1,305.00
Interest Expense - VEDA	2,446.00	0.00	2,446.00
Interest Expense - VEDA Roof	532.02	0.00	532.02
Lawn Care & Plowing	2,094.32	0.00	2,094.32
Comcast Security Phone Line	165.46	0.00	165.46
Real Estate Taxes	4,989.68	0.00	4,989.68
Repairs & Maintenance	4,992.22	0.00	4,992.22
Inspections & Security	68.85	0.00	68.85
Sewer Charge- Rutland City	2,462.65	0.00	2,462.65
Total 112 Quality Lane Expenses	27,978.79	0.00	27,978.79
Office Expenses			
Garbage Removal	319.99	0.00	319.99

Chamber and Economic Development of the Rutland Region

Profit & Loss by Class

July through September 2021

Accrual Basis

	Operating Fund	IRP Fund	TOTAL
Cleaning	831.00	0.00	831.00
Copier Lease	615.69	0.00	615.69
Phone/Internet	740.43	0.00	740.43
Rent	4,260.00	0.00	4,260.00
Supplies	792.07	0.00	792.07
Utilities	669.28	0.00	669.28
Total Office Expenses	8,228.46	0.00	8,228.46
Operational Fees			
Accounting Fees	2,685.00	0.00	2,685.00
Advertising	733.96	0.00	733.96
Audit Expense	11,280.00	0.00	11,280.00
Bank Charges	66.08	10.00	76.08
Insurance			
Workers Comp	146.75	0.00	146.75
Auto Policy	62.25	0.00	62.25
Commercial Policy	838.25	0.00	838.25
D/O Ins Policy	3,027.24	0.00	3,027.24
Other Insurance	38.00	0.00	38.00
Total Insurance	4,112.49	0.00	4,112.49
Computer Services	1,010.00	0.00	1,010.00
Credit Card Service Charges	529.49	0.00	529.49
CRM	837.00	0.00	837.00
Dues & Subscriptions	2,875.95	0.00	2,875.95
Events			
Community Raffle	265.42	0.00	265.42
Parade of Heroes/Whoopie Pie	12,602.76	0.00	12,602.76
Events - Other	2,071.61	0.00	2,071.61
Total Events	14,939.79	0.00	14,939.79
Legal fees	3,160.75	0.00	3,160.75
Marketing/Community Relations	1,343.79	0.00	1,343.79
Membership Related Expenses	1,360.74	0.00	1,360.74
Payroll Processing Fees	355.95	0.00	355.95
Postage & Shipping	452.61	0.00	452.61
Professional Development	2,000.00	0.00	2,000.00
Regional Marketing Initiative	12,411.39	0.00	12,411.39
Travel & Entertainment			
Conference, Convention, Meeting	138.00	0.00	138.00
Entertainment Expenses	188.38	0.00	188.38
Total Travel & Entertainment	326.38	0.00	326.38
Filing Fees	35.00	0.00	35.00
Education and Seminars	25.00	0.00	25.00
Website Development	493.99	0.00	493.99
Total Operational Fees	61,035.36	10.00	61,045.36
Personnel			
Salaries & Wages	89,518.16	0.00	89,518.16
Payroll Taxes	6,872.10	0.00	6,872.10
Employer Cont. Simple IRA	1,777.44	0.00	1,777.44
Total Personnel	98,167.70	0.00	98,167.70
Miscellaneous			
Program Services Expense	23,251.94	0.00	23,251.94
Rutland Maker Space	130.00	0.00	130.00
Miscellaneous - Other	2,615.66	0.00	2,615.66
Total Miscellaneous	25,997.60	0.00	25,997.60

Chamber and Economic Development of the Rutland Region

Profit & Loss by Class

July through September 2021

Accrual Basis

	Operating Fund	IRP Fund	TOTAL
Total Expense	221,407.91	10.00	221,417.91
Net Ordinary Income	128,056.97	3,011.00	131,067.97
Other Income/Expense			
Other Income			
IRP Income			
Interest Income Banks and CDs	0.00	157.96	157.96
Interest Income From IRP LOAN	0.00	4,557.04	4,557.04
Total IRP Income	0.00	4,715.00	4,715.00
Total Other Income	0.00	4,715.00	4,715.00
Other Expense			
IRP Expense			
Bank Charges - IRP	0.00	5.00	5.00
Interest Exp - IRP	0.00	1,774.98	1,774.98
Fund Rent Expense	0.00	675.00	675.00
Admin Fee Expense	0.00	13,227.97	13,227.97
Loan Loss Expenses	0.00	16,493.24	16,493.24
Total IRP Expense	0.00	32,176.19	32,176.19
Total Other Expense	0.00	32,176.19	32,176.19
Net Other Income	0.00	-27,461.19	-27,461.19
Net Income	128,056.97	-24,450.19	103,606.78



Events Committee Minutes November 11, 2022 via Zoom

Attending: Bill Ackerman, Jess Anderson, Ashley Bride, Sarah Furman, Lyle Jepson, Amy Laramie, Eric Mallette-Chair

Annual Meeting

It was agreed that if a movie is the process that renaming it, so that there is not confusion, would be appropriate. Normally, annual meetings have voting and dialogue with the public. Depending upon the health of the world next fall, an in-person meeting would be good to return to.

Real Rutland Feud

It will take place on February 26th at 7pm at the Paramount and will be advertised as part of Rutland Winter Carnival. So far, the following businesses have expressed interest:

- CCV
- Intrinsic Property Management
- Housing Trust of Rutland County
- Rutland County Solid Waste District

All previous participants have been contacted. It would be great to have teams locked in within the next month. Penny will be asked to send a list out to the committee of past participants indicating who has been contacted. Committee members will then be able to make suggestions and support finding teams. Lyle will send Ashley information to try to coax a United Way team to join.

Bill suggested that Eric could encourage each team to provide a 1-2 minute “commercial” on what their business does as a way to provide a value-added opportunity for each business.

Business Show

There appears to be initial business member interested in reinstating the Business Show. After discussion it was decided to pursue the Rutland Recreation Center as the site of April’s Show. Penny will be asked to “book it.” The location has great parking. Lyle provided a layout of the gym area that Penny created. It shows up to 76 tables. Penny’s draft budgets were also reviewed. The Rec Center site will be more expensive but is a good choice for this year. Penny

will also be asked to see if the Rec Center allows for catered alcoholic beverages and/or tasting opportunities from a local brewery.

Puzzle

The Paramount, RRMCM and CEDRR have each purchased 250 puzzles (750 total). They are in production, and we hope to have them by the Christmas. CEDRR presales are at 33. They sell for \$30.

Member Services and Events Manager

Lyle was pleased to announce that Chrispin White has been hired as the Membership & Events Manager. Chrispin will start on December 1st. Most recently he has been at Vermont Adult Learning, serving as the Regional Director. Prior to this, Chrispin spent 20 years at Castleton University as Director of the Center for Community Engagement.

Old/New Business

Committee members will be greatly needed and asked to help on upcoming events. Eric will speak at the upcoming Board meeting about the need for volunteers at events. This will be followed up with a list of sign-up opportunities.

Mixers were discussed. It was decided that we should proceed with patience, monitoring community health. Good discussion took place about making Mixers an “experience” where a portion of the event would be something fun to do or learn about, something innovative and interactive. We want people to value the experience. It was also suggested that now might be the time to rename the events. Business After Hours was suggested as an example.

Adjournment

The meeting was adjourned at 8:55am.

Next Meeting: December 8th, 2021 at 8am.

Proposed Agenda - Updates

1. Meet Chrispin White
2. Real Rutland Feud
3. Business Show
4. Puzzle sales
5. Mixers
6. Parade of Heroes and Whoopie Pie Festival
7. Young Professionals August weekend
8. Old/New Business



Business Development Committee Meeting Minutes Wednesday, November 10th, 2021 | 67 Merchants Row

Present: John Casella II, Brennan Duffy, Mark Foley, Jr., Rick Gile, Jerry Hansen, Bernie Krasnoff, Greg McClallen, Liz Weinmann, Lyle Jepson, Tyler Richardson

The meeting was called to order at 8:04 a.m. Approval of the minutes was tabled until the next meeting. Lyle asked everyone to introduce themselves.

Tour of The HUB – 67 Merchants Row

The committee met to tour 67 Merchants Row, the proposed future home of The HUB. The tour started with artist Bill Ramage as he showed us and discussed with us two of his installations at 67 Merchants Row. Integration into the arts community will add significant vibrancy to The HUB, and we're excited about this connection. Mark highlighted our work heretofore with CORI and gave us a tour of the 22,000 square feet within the building that will be renovated into a space for co-working, accelerators, offices, classrooms, and various shared spaces. We anticipate the plans put into place now will change within a year as the space gets used and customer/community needs are better defined. We are working with CORI for models and support as this space is designed. Using the assets of our downtown – restaurants, coffee shops, etc. – will be a complementary component to The HUB. CEDRR will oversee the administration of The HUB, moving our offices to 67 Merchants Row to co-locate. The committee is very enthusiastic about the vision of The HUB, CEDRR's integration into The HUB, and the progress made so far. Lyle asked the committee to spread the word and help us look for partners and grant opportunities – significant partnerships, stakeholder engagement, and grants will be necessary to sustain The HUB into the future. Brennan indicated the RRA board would like a tour in the coming weeks, as well.

Old Business

None.

New Business

None.

Adjournment at 9:04 a.m.



DEI Committee Meeting Minutes
Friday, October 22, 2021 | CEDRR Conference Room

Present: Thomas Franco, Nikki Fuller, Lyle Jepson, Shana Louiselle, Bill Moore, Traci Moore, Kim Rupe, Courtney Widli,

Progress Update

Lyle has reviewed the suggestions made by CEDRR staff based on the prior survey. Some commonalities included adding our mission statement to the website, formalizing an onboarding process, and other best practices for the hiring process. Nikki shared a draft PowerPoint of a strategic plan to work from. The committee still needs to establish a vision statement. Other definitions and statements that had been agreed on were included in the draft presentation. Nikki asked the committee to review and provide feedback on the business case (slide #6).

The Foundation Group

The committee reviewed The Foundation Group packet and each category to identify where to best prioritize.

Category 1: <ul style="list-style-type: none">• 1.7• 1.10• 1.13	Category 2: <ul style="list-style-type: none">• 2.4• 2.6• 2.7	Category 4: <ul style="list-style-type: none">• 4.7• 4.8• 4.11• 4.17
Category 5: <ul style="list-style-type: none">• 5.11	Category 6: <ul style="list-style-type: none">• 6.18	Category 7: <ul style="list-style-type: none">• 7.7
Category 8: <ul style="list-style-type: none">• 8.9• 8.12• 8.20	Category 10: <ul style="list-style-type: none">• 10.7• 10.15• 10.16	Category 14: <ul style="list-style-type: none">• 14.10• 14.11• 14.13

Nikki shared that she would summarize the broader discussion and share with the group. The committee would also like to have a glossary of terms for the community. Nikki will share a list and the committee should circle ones that they think should be included. Shana and Courtney will also work on a brief committee survey for the strategic plan. The committee also recommended a group photo. The next meeting will include work on the vision statement as a top agenda item.

The next meeting will be Friday, November 12 at 2 p.m. at CEDRR.

Adjournment at 3:50 p.m.



Policy Committee Meeting Minutes | Friday, November 12th, 2021 | Via Zoom

Present: Brennan Duffy, Jennifer Scott, Kathleen Taft, Wayne Wilmans, Andrew Brewer, Patti Komline, Lyle Jepson, Tyler Richardson

The meeting was called to order at 12:08 p.m. The minutes were tabled due to a lack of a quorum. The group welcome Andrew and Patti from Downs Rachlin Martin and introductions were made.

Update from Downs Rachlin Martin

Patti and Andrew reviewed legislative topics expected to be taken up by the legislature during the upcoming session. Workforce pressures continue to be a focus, as we are missing several thousand people who have not returned to the workforce since the pandemic started – the question of “where did they go?” remains unanswered, and legislators will have a difficult time finding solutions to challenges many employers face with many unfilled positions. Childcare is a big piece here, and both legislators and businesses are stepping into the conversation around childcare solutions. Lack of housing is a major threat to economic growth, and even if there were resources devoted to addressing this issue the problem of finding the labor and the materials for new construction will be a significant barrier to development. There is talk around streamlining Act 250 to make the rules more timely and predictable for housing developers. The legislature is expected to look at bills concerning data privacy, adding benefits to UI, and redistricting throughout the state. There is still \$500 million of ARPA money, which the state has until 2023 to spend but a plan for that money will need to be decided in this session. The federal Infrastructure Investment and Jobs Act was passed, a \$1.2 trillion piece of legislation of which Vermont will see \$2.2 billion. The money won’t come quickly, and it will be used for highways, bridges, public transportation, EV charging stations, broadband, airport development, and wildfire prevention. The approach to how to spend this large amount of money is something that will need to be developed soon. Andrew gave an update on the direct-to-consumer bill for Vermont spirits, an issue this committee previously reviewed with representatives from Bhakta Spirits in Poultney. A bill is being worked on to modernize Vermont’s liquor laws without watering down the intent of the law, allowing spirits to be shipped from Vermont. We anticipate some pushback from the 802 Stores. The Administration is supportive of Bhakta Spirits and their role in revitalizing the Green Mountain College Campus.

Old Business

None.

New Business

Tyler will send out the Policy Statement the committee drafted last year for the committee’s review, with a request for feedback. We will soon schedule a meeting with the delegation for sometime in January to meet virtually to discuss our respective priorities for the session. Lyle gave an update to the committee on where CEDRR is at with our DEI training.

Adjournment at 12:56 p.m.

2022

Board of Directors	Real Estate	Marketing	Finance	Business Development	Events	Policy
8:00-9:00	8:00-9:00	12:00 - 1:00	8:15-9:15	8:00-9:00	8:00-9:00	12:00 - 1:00
3rd Tuesday	1st Wednesday	1st Thursday	2nd Tuesday	2nd Wednesday	2nd Thursday	2nd Friday
January 18th	January 5th	January 6th	January 11th	January 12th	January 13th	January 14th
February 15th	February 2nd	February 3rd	February 8th	February 9th	February 10th	February 11th
March 15th	March 2nd	March 3rd	March 8th	March 9th	March 10th	March 11th
April 19th	April 6th	April 7th	April 12th	April 13th	April 14th	April 15th
May 17th	May 4th	May 5th	May 10th	May 11th	May 12th	May 13th
June 21st	June 1st	June 2nd	June 7th	June 8th	June 9th	June 10th
-	-	-	-	-	-	-
August 16th	August 3rd	August 4th	August 9th	August 10th	August 11th	August 12th
September 20th	September 7th	September 8th	September 13th	September 14th	September 15th	September 16th
October 18th	October 5th	October 6th	October 11th	October 12th	October 13th	October 14th
November 15th	November 2nd	November 3rd	November 8th	November 9th	November 10th	November 11th
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President: John Casella II

Chair: Nicole Kesselring

Co-Chair: Mary Ann Goulette
Co-Chair: Steve Costello

Chair: Karen Garrow

Chair: Russ Marsan

Chair: Eric Mallette

Chair: ??