

Whitingham Economic Development Group

Whitingham Municipal Center, Selectboard Office, Jacksonville, VT 05342

Minutes of Monday, November 4, 2019

Attendees: EDG Members: Gretchen Havreluk, Seth Boyd, Phil Edelstein and Jenepher Burnell. Gig Zboray, Selectboard Office Administrator.

Call to Order. Additions or Changes to Agenda

Phil Edelstein called the meeting to order at 6:00pm. Add Connectivity Committee discussion.

Approve Minutes of October 24, 2019 meeting

A correction was made to indicate that the November 4th meeting is a Monday, not Wednesday.

A motion was made by Phil Edelstein to approve the Minutes of October 24, 2019 as corrected, seconded by Seth Boyd, all in favor.

Continue Strategic Planning Process:

The group discussed opportunities and threats.

Prepare annual budget request prior year request was \$4,000. Website should be in the general fund, (new \$3,000 annual stipend for Stephen to keep website updated including security and helping with troubles on the backend). Need money for Blueberry Festival (advertising), social media advertising specialist (hire someone to create then manage it), create videos and photos for advertising; VCDA dues \$50, Chamber dues \$295, etc. Phil suggested we ask for \$10,000.

A motion was made by Phil Edelstein to request \$10,000 for the Economic Development Group in the next budget, seconded by Seth Boyd, all in favor.

Review draft Annual Report Everyone should review the draft Annual Report by November 15th and report changes/additions to Gig.

Connectivity Committee discussion The EDG is interested in handling such a committee, new members with expertise should be added to the EDG.

Review Action Items Review annual report by November 15th. Review the draft Strategic Plan and think about priorities. Think about who to invite to join EDG if Selectboard makes a decision to include connectivity under EDG.

Future meeting topics

Review Google Analytics from town website. Rewrite Whitingham description for the Deerfield Valley Real Estate magazine. Prioritize projects in draft Strategic Plan. Discuss fencing design for culvert. Discuss who to invite to work on Connectivity.

Next meeting Thursday, December 5 at 6pm.

Adjourn

Gretchen adjourned the meeting at 8:08pm. Respectfully submitted, ~Gig Zboray