

Whitingham Economic Development Group
Whitingham Municipal Center, Selectboard Office, Jacksonville, VT 05342
Minutes of Thursday, June 27, 2019

Attendees: EDG Members: Gretchen Havreluk, Seth Boyd, and Jenepher Burnell. Gig Zboray, Selectboard Office Administrator. Resident: Tyler Colford, expressed his interest in joining the group.

Call to Order. Additions or Changes to Agenda

Gretchen called the meeting to order at 6:00PM. Review of proposed map for kiosk was added to the agenda.

Approve Minutes from May 23rd meeting

A motion was made by Seth Boyd to approve the Minutes of May 23, 2019 as written, seconded by Gretchen Havreluk, all in favor.

Blueberry Festival:

Band: \$500, they will play 4-7, Gretchen questioned what if it rains. Jen will ask the band what they want to do.

Car Show: Gretchen has been communicating with Mike Mandraccia and he has been working on the car show. It is scheduled for 5:30-7, Seth questioned if it could go until 8 because people coming out of the church dinner might want to walk over and take a look.

Farmer's Market (now called Street Market): Kristine suggested calling it a Street Market to open it up to crafters and businesses (antique dealers), she will vet the vendors a little. She will use her prior Farmer's Market contacts and reach out the Maple Festival organizers and maybe put an ad in the paper. Kristine and Jen walked around the park today and figured they could comfortably fit about 15 vendors in the park in the driveway, and in front of the beauty shoppe. Kristine plans to talk to Nat (property owner across street from park) to see if vendors can set up on his lawn. She has documents from the prior Farmers Market that she can update for the Street Market, she plans to hold a meeting with the vendors before hand to get them organized. Street Market is scheduled 4-7.

Advertising: Kristine will put out a press release and she will provide information to Janet Boyd to include on the Blueberry website and possibly in the "passport".

The library will organize some children's events. She will reach out to her Trustees and regular Library volunteers to help her set up the Street Market and work with the kids.

There will be a cabaret at 8pm in Wilmington on Friday night.

Church Dinner 5-7

Website Update Stephen is working on the Senior Living page. Seth will work with the school to update our town website with school information within the next few months. Seth suggested having the VAST trailmaps onto the website.

Marketing Whitingham – Video, Mini Stay to Stay, Families to move here Gretchen suggested that a video could be made using a drone to show how beautiful our town is. She also suggested having a “stay to stay” event in the fall which would be a lot of work. We would have to work with the state Department of Tourism. Folks would stay at Candlelight B&B or possibly at local AirBnB’s. Create some sort of gathering to connect the folks to job opportunities, realtors to talk about housing, networking, etc. This topic was tabled until we update the EDG strategic plan.

Whitingham website on business websites Initiative-Responses a draft letter to local businesses was reviewed and edited at the May meeting. The letter was sent on the Tuesday after Memorial Day. We have not received any responses.

Business Training-Collaboration with Library Kristine suggested a networking event to talk about the Google “stuff “before we start offering training, because she is so busy now has not had time to complete the classes required before she can start teaching it.

New Resident Welcome Card Wilmington offers a note card with the town logo on the front, inside would be handwritten saying something along the lines of “Welcome to the Community, please make sure that you visit our website for (these types) of resources”. Almira could be asked to track new residents and provide a list to the EDG so they can send out the card.

Kiosk Map water should be bluer and the land more green. Does Jeff have a suggestion to make the “you are here” stand out more.

Welcome Signs Jen asked if it is time to paint the signs, weedwhacking should be done around the signs and flowers planted. This topic will probably be brought before the Selectboard by a resident soon.

Priorities and Strategic Planning Discussion Seth will prepare a session for Strategic Planning. Gretchen will conduct a doodle poll to make sure everyone is available to attend.

Action Items Gig will look for priority items list that was created some time ago to compare *after* the strategic plan meeting. Gig will find out how much money is in the EDG fund. We should have a check for the band to give them on the day of the event. Jen should ask the band for an invoice. Gig will discuss with the Selectboard the need to prohibit parking in the Eames Village Lot on Friday, August 2nd from 2 to 8pm. Those vehicles can be parked at Stone Soldier Pottery or at the Municipal Center, Gig discuss with Selectboard how best to handle that. Gretchen will find out about adding VAST trailmaps to the town website. Gretchen will do a doodle poll to find out when all EDG members are available for the strategic planning session. Gig talk to Jeff about the map. Seth will prepare a strategic planning session. Gretchen will find out about where to order the cards with the town logo on them.

Adjourn

A motion was made by Gretchen to adjourn the meeting, seconded by Jen, all in favor.

Gretchen adjourned the meeting at 7:21pm

Next meeting will be July 25, 2019 at 6pm (Gig will not be available). Tyler will open the library for that meeting.

Respectfully submitted,
~Gig Zboray