



ECONOMIC DEV. COMMISSION

Meeting Type:..... **Regular**
Date:..... **Wednesday, June 8, 2016**
Time:..... **4:00 p.m.**
Place:..... **Town Manager's Conference Room**
Address:..... **43 Bombardier Road Milton, VT 05468**
Contact:..... **(802) 893-1186**
Website:..... **www.miltonvt.org**

MEETING MINUTES

1

2 **1. CALL TO ORDER**

3 The Chair called the meeting to order at 4:02 p.m.

4

5 **2. ATTENDANCE**

6 **Members Present:**

7 Donna Barlow Casey, Town Manager & Ex-Officio Chair;
8 Ann Bradshaw, Superintendent of Schools, Ex-Officio Member, & Vice-Chair;
9 Bob Lombard, Community Representative;
10 Courtney Lamdin, Business Representative;
11 Jamie Parent, Milton Business Association Representative; and
12 Tony Micklus, Business Representative

13 **Members Absent:**

14 Lori Donna, Community Representative;
15 Lou Mossey, Community Representative; and
16 Jeanne O'Bryan, Business Member

17 **Staff Present:**

18 Jacob Hemmerick, Planning Director;
19 Kym Duchesneau, Recreation Coordinator; and
20 Ben Nappi, Assistant Recreation Coordinator

21 **Public Present:**

22 None

23

24 **3. PUBLIC FORUM**

25 Duchesneau shared the good news that she did a TV interview for the morning news promoting the
26 upcoming Freedom Festival.

27

28 **4. AGENDA REVIEW**

29 None change.

30

31 **5. STAFF REPORT**

32 Hemmerick briefly shared some updates on development review applications, principally residential
33 subdivision.

34

35 **6. OLD BUSINESS**

36 **6(A). EDC Fall Business Summit**

37 The Commission continued its organizational discussion on the format and structure o the summit
38 using the worksheet as a guide.

1
2 **Q1: What should be the primary goal(s) of the summit? / Are there specific objectives, deliverables,**
3 **or measurements? / What are key questions we need answered?**
4

5 *Examples discussed:*

- 6 • *Develop concepts for signature events to benefit the business community;*
- 7 • *Identify community assets and key values;*
- 8 • *Develop a core identity/brand/slogan;*
- 9 • *Identify Milton's strengths and weaknesses;*
- 10 • *Use this as a launching point for a Heart & Soul participatory planning process;*
- 11 • *Create platform to spur economic growth: new people, visitors, investors;*
- 12 • *Communicate that Milton is "open for business";*
- 13 • *Explore how to incent businesses that will enhance what is already here;*
- 14 • *Find ways to have more commuters coming in than going out of Milton to work; and*
- 15 • *Identify ideas that are easily do-able.*

16
17 **Q2: Who is the target audience? / Who should be encouraged to attend?**
18

19 *Examples discussed:*

- 20 • *Agricultural community;*
- 21 • *Small businesses;*
- 22 • *Local businesses;*
- 23 • *Regional developers who have chosen not to invest in Milton, or haven't seen opportunity here;*
- 24 • *Local developers;*
- 25 • *Milton Business Association members;*
- 26 • *Lake Champlain Chamber of Commerce;*
- 27 • *National Guard;*
- 28 • *Investors aligned with development goals;*

29
30 Lombard questioned if the Interim Zoning Bylaws would discourage discussion of development and
31 participation by local developers. Hemmerick responded that it depends on the type of development;
32 those developers intent of developing uses halted by Interim Zoning could be discouraged. Parent
33 stated that some smaller businesses have a hard time navigating the development process, noting that
34 some regulatory discussion could be useful. Barlow Casey acknowledged that it's important to know
35 what causes developers to come and/or stay away.
36

37 The group as a whole agreed that the a local and regional constituencies (and their unique interests)
38 could be difficult to bridge. One suggestion encouraged one-on-one phone interviews with the larger
39 regional developers with the summit primarily focused on a small business audience.
40

41
42
43
44 **Q3: What value proposition do we communicate to target audience? / What will they get out of the**
45 **summit?**

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1 Bradshaw expressed the question being asked as "What's in it for me?". The group acknowledged that
2 it is a big ask for a business owner to give up a morning to attend a conference without a clear value
3 proposition.

4
5 *Example discussed:*

- 6 • *Communicate summit as opportunity to attract new customers;*
- 7 • *Express the need to benefit from the expertise of small business;*
- 8 • *Offer the summit at no or low cost;*
- 9 • *Be attentive to HOW you're asking/inviting, and WHO is asking/inviting (identify a core group of*
10 *people to do person-to-person selling, gather commitments);*
- 11 • *Offer a door prize.*

12
13 **Q4: How do we structure the event to achieve the goals and objectives?**

14 The Commission inquired about the dates, which is tentatively scheduled for either the week
15 September 13 through 15th or September 20 through 22nd.

16
17 *Examples discussed:*

- 18 • *Assigning arrival routes to gather feedback on impressions;*
- 19 • *Schedule with: breakfast, introductory discussion, keynote, routable brainstorming sessions, and lunch;*
20 *etc.;*
- 21 • *Provide updates on investments the Town is prioritizing: hourglass, M4D, Bombardier property*
22 *acquisition;*
- 23 • *Highlight key assets of Town;*
- 24 • *Tell Milton success stories and keep things positive;*
- 25 • *Have volunteers serve as scribes (not participants), so everyone can engage;*
- 26 • *Keep the summit fast-paced, no sitting around and waiting.*

27
28 **Q5: Who are possible speakers for a keynote address or panel? / Who are possible facilitators**

29
30 *Examples discussed:*

- 31 • *Town Manager and Chair of the Board;*
- 32 • *Frank Coffi of GBIC;*
- 33 • *Speakers from municipalities that have been successful in realizing their economic development goals,*
34 *such as Mike Miller, Montpelier Director of Planning, or Dominic Cloud, City Manager of St. Albans;*
- 35 • *A Heart and Soul Staffer;*
- 36 • *Recent graduates of Milton doing great things -- educational success stories.*

37
38 **Q6: What elements from the Orton Family Foundation's Heart and Soul Field Guide would be**
39 **useful?**

40
41 *Examples discussed:*

- 42 • *Network mapping for outreach; and*
- 43 • *Heart & soul mates.*

44
45 The Commission broadly discussed the need to solidify a clear vision for the purpose, objectives and
46 structure of the event. Recreation advised that outreach should begin immediately after the next

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1 meeting in July to meet a September timeline. Barlow Casey requested that Ben Nappi to write a
2 summary proposal with a critical path of actions to take for a successful event.
3

4 **ACTIONS:**

- 5 • The Manager's office will solidify a location and dates.
 - 6 • The Manager's office will identify possible speakers.
 - 7 • Nappi will write a draft proposal for the event.
- 8

9 **7. NEW BUSINESS**

10 None.

11
12 **8. OTHER BUSINESS**

13 None.

14
15 **9. MINUTES**

16 **9(A). Approval of Minutes of MAY 11, 2016**

17 MOTION by Lamdin; SECOND by Lombard to APPROVE the minutes of May 11, 2016 as written.

18 Discussion: none. ABSTENTION by Micklus. Motion APPROVED.
19

20 **10. ADJOURNED**

21 ADJOURNED at 5:00 by unanimous consent.
22

23 Minutes approved by the Commission this _____ day of _____, 2016.
24
25

26
27 _____
28 Donna Barlow Casey, Chair

/jmh

29 Draft filed with the Town Clerk this 14TH day of June, 2016
30

31 Filed with the Town Clerk this _____ day of _____, 2016