Economic Resource Committee Minutes October 17, 2018

Present: Curtis Hunter, Earnest Levesque, Deb Shelby, Sue Sinnamon. Guests Robin Katrick from RiseVT and Ed Sinnamon

1. The meeting was called to order at 6:13 with a quorum present.

2. Additions/deletions to the agenda: Train Workshop: Deb spoke about a workshop she attended where a private person has purchased some passenger rail cars to establish a new commuter rail system. (For more info please look at the web site Allearthrail.com. Members of the committee were excited and thought it would be great if there could be a stop in Bolton where people could be transported up the mountain to Bolton Valley.

3. Public Comment: none

4. Approval of Minutes from September 19, 2018: Earnest made a motion and Deb seconded it to approve the minutes as written. All were in favor.

5. Appointment: none

6. General Business
   a. Community Fair 2019
      i. Date and Options for Community Fair 2019: It was the unanimous decision of the committee not to hold the Bolton Community Fair on a holiday weekend. We want to hold it in October/November so we can get kids involved. Most of the committee felt that November 2 might be a good date for next year. Deb will check with Bolton Valley to see if that would work for them.
      ii. Creating survey for vendors – to include dates for next year: Allison has come up with a draft of survey questions to send out to the vendors which Deb read to the committee. The Committee felt they were great questions. We did decide, in addition, to add a line about what times they would prefer and give them choices such as: 10-2, 11-3 or 1-5. After some discussion it was decided
that we should change the line asking if they felt coming to the BCF was profitable and revise it to “As a business was it worth your time participating?” At the end we also added a friendly “Hope to see you next year”. We decided to not ask a question about a date unless we had a confirmed one with Bolton Valley.

iii. **Getting schools involved – how do we do this?** The committee brainstormed on how to get children and teens involved. Some thoughts were as follows:
* Have a table at the fair for kids that would like to do jobs for people to earn money so that people who had things at home they needed help with could connect with them.
* Encourage kids to have a table to sell things they have made.
* Match up older kids with younger ones and have the older kids be mentors to the younger kids on entrepreneurial ventures. Have prize(s) for participating kids.
* See if we can get three different schools, perhaps the high school, Smiley and Mansfield Cooperative, send a group from their school to sing/perform during BCF.

iv. **PR plan for business and then for Attendance:** Robin from RiseVT mentioned that they have a very successful “passport” program where kids go to different places in the community and find the secret code hidden there. They can then turn in their codes for prizes. They could put the Bolton Community Fair on the event next fall.

A suggestion was made to have a couple seminars of interest to the community during the Bolton Community Fair. One idea was perhaps a rock climbing workshop.

It was felt by the committee that a PR plan that engaged children would engage parents and give them a reason to attend.

The committee felt we needed a PR sub-group for the Bolton Community Fair. Suggestions for some people to ask were Robin, Nick and Andrea Charest from Petra Cliffs.
We need to have media advertising focusing on getting people to come to the event.

b. Letters of appreciation for Vendors this year: Curtis reported that he has been working on the letters. He has several different groups of people he would like to thank including those who donated the major prizes, silent auction prizes, bingo prizes, those who considered donating, non-committee members who helped and the vendors. He will be meeting with Carol on Thursday to get assistance in composing the letters. Deb asked him to let her know when they went out as we wanted to send the survey out to the vendors a couple weeks after the "thank you" letters went out.

c. Other Items regarding the fair: Everything was covered in above.

7. Communications: Since we will not be meeting in November and December Deb wanted the members whose terms expire in 2019 (Earnest, Deb and Kyle) to be thinking about whether they wanted to continue on as members of the ERC. She also wanted Ethan to decide if he wanted to continue on as chair and Sue if she wanted to continue on as secretary. She asked the members to think about new members for the committee. One suggestion was Nick. Deb will contact him.

8. Agenda for next meeting: As previously noted, the next meeting will be January 16, 2019. Items to add to the agenda are: 1. A discussion on whether we should invite duplicate businesses to have a table at the BCF. 2. Getting a Public Relations Committee for the BCF established. 3. Contact the person running the car show to see if we could have a table there so we could promote the BCF and the ERC.

9. Adjournment: Earnest made a motion and Deb seconded it to adjourn at 8:20. All were in favor.

Respectfully Submitted Sue Sinnamon _______________ Date____
Chair/Co-Chair ___________________________ Date 1-16-19