Town of Bolton Economic Resource Committee  
Wednesday, March 20, 2019, 6 p.m.  
Town Office, 3045 Theodore Roosevelt Highway

APPROVED MINUTES

Present: Ernest LeVesque, Curt Hunter, Deb Shelby, and Allison Smith

1. Call to order
   The meeting was called to order at 6:02pm.

2. Additions and deletions to agenda
   i. Add Board Organization – Decide who is chair or vice chair, and use of a modified Robert’s Rules of Order to make decisions. Ernest will act as Vice Chair, Deb is Chair. Deb will send a note to Amy Grover communicating these assignments. Ernest will reach out to Ethan to get the resignation letter signed from him so that we can fill his seat on the committee.

   ii. Energy Committee – Deb attended the Energy Committee Meeting last week to discuss the idea of partnering with the energy fair. The Energy Committee is very excited and Sun Common might bring their bouncy house weather pending. Deb suggested that they offer workshops in the library and classroom spaces. Perhaps Bolton History Group. In our communications we may want to add a schedule of the day’s of offerings.

3. Public comment
   N/A

4. Approval of minutes February 20, 2019
   Ernest motioned to approve minutes, Deb seconded, all in favor.

5. Appointment Robin Katrick and Nick Lemire
   Neither were present

6. General Business
   i. Establish dollar amount for the RiseVT grant
      a. Money will be used towards t-shirts, signs, radio, newspaper ads.
      b. Yard signs – Allison got a quote for $435.88 from PawPrint & Mail.
      c. Carol suggested that we ask for input from RiseVT to see if Robin thinks our projected amount of $1,500 and the suggested use of the money is a strong application and good uses of resources. Deb will email Robin to ask her about what she thinks would be the best value for media and communications.
d. Curt is going to reach out to PawPrint & Mail about banners. Allison also recommended looking into Staples. Allison will send contact to Curt for PawPrint.

e. Curt still has sandwich boards. Will simplify the writing on them for this year.

f. Ernest is trying to get a hold of the zoning administrator in Waterbury to ask about signage and hanging banners.

g. Curt will put together the Rise budget which will include the signage (banners, yard signs), t-shirts, color printing ($100), advertising, and paper ($50).

ii. Marketing/promotion plan/timeline

a. Once details are solidified, we will create a flier that has a schedule of all the offerings to send to schools and community members.

b. Carol has a list of community calendars and said that we could also do a press release to send to local papers.

c. Robin may be able to help us in getting in contact with news and media.

d. Ernest will ask Natasha if she might share her media and communications list with the ERC.

e. May – Have our advertising figured out in terms of what we are doing, cost. Invite Bolton Community Network, Smilie Association, Energy Committee, and any other partners to the May 15th meeting. Carol will invite the BCN. Deb will invite the energy committee and Smilie Community Association.

f. We will use Mail Chimp, a free, newsletter for vendor outreach, donation solicitation, general public outreach. Deb will check with Amy to see if we can post on the town website a link for people to sign up to a mailing list.

g. Deb will share the log in to Mail Chimp with the committee.

h. Carol is sending the most updated vendor and donor list to Deb to upload to Mail Chimp.

i. June – Define outreach to vendors, donors, and public. Allison will do a save the date to vendors.

j. Allison will create a gmail account for the ERC so we can use Google Forms for vendor intake.

k. July – Emails get sent to our target groups.

l. August – Phone calls to vendors and physical follow-ups to donors.

m. September – Promotion based on whatever we decide with the grant.

n. October 1 – Vendor RSVP deadline

o. Mid-October – By the 15th give schools an event flier to take home.

p. November – Bolton Community Fair, November 2nd, 12-4pm (set-up at 10:30am) then Harvest Dinner to follow.

q. Deb will connect with the Smilie Community Association about offering refreshments as a fundraiser.

r. Curt is going to start blocking out the flier/announcement of what our offerings will be the day of the fair.

iv. Smilie school walk thru results
a. Principal has given us a go ahead on the date and use of school. School was enthusiastic.
b. We will have the gym, stage, hallways, foyers, library, art room, and math room. Vendors will be in the gym. Art room will be the kids space. Math room could be the energy fair.

vi. Reach out to schools for art contest results
   a. Allison will make edits to the flier and send to schools. She compiled a list.
   b. Carol will help get the flier to Smilie students once received from Allison.
   c. Curt will get a quote on black and white versus color t-shirts. We will add money to the budget to try and get colored print t-shirts.
   d. Carol will confirm with the senior dinner group that they are willing to judge the submissions.
   e. Allison will start sending out the fliers the first week of April to school and get out the word on FPF and other channels.

7. Agenda for next meeting – April 17th at 6PM
   Add: Event Parking and shuttling - volunteers for parking will be needed.

8. Adjournment
   Curt motioned to end the meeting. Ernest seconded it. All were in favor.
   Meeting adjourned at 7:13pm.

Respectfully submitted by Allison Smith

Chair/Co-Chair

Date 4/17/19

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