

Economic Development Commission Minutes
Tuesday, January 2, 2024
Room A 6:30 pm

1. Call to Order 6:31 pm
2. Roll Call
 - a. Members Present: Stuart Peaslee, Josh Huck, Lisa Dalterio, Jessica Weaver Boose
 - b. Public Present: None
3. Approval of Minutes from December 11, 2023
 - a. Motion made by Lisa and 2nd by Josh to approve
 - b. Motion carried with Stuart's abstention
4. Member Reports
 - a. Other Committee Reports
 - i. Jessica shared that the Board of Selectmen is planning a town meeting that will have a vote on the financial requirement regarding town referendums vs. town meeting votes.
 - ii. Jessica also shared that via Kate McDonald and the Board of Selectmen, the town is creating a Poet Laureate position and a committee to make and select said position. This could be connected with other town events and EDC should be aware for future planning.
 - b. Member Projects
 - i. Josh: The Welcome Packet is ready to be shared, we need the okay from the Board of Selectmen. Jessica will share it with them and bring it up at their meeting on Thursday, January 4th.
 1. Josh has also drafted a letter for the EDC to share with P&Z regarding the discussion around events at local farms, farm sustainability, brought up by Ken Rappaport requesting a permit for large events at his farm off Pulpit Rock Road; the next town hearing regarding this issue is Thursday at 7:45 pm. Josh, Lisa, and Jessica plan on attending.
 - ii. Lisa: Has communicated with Gail Usher and is waiting to hear back regarding the other people in town interested in an informational kiosk. Gail is also looking into what can be funded by the grants the Historical Society is applying for. Gail would like the EDC to provide the information we would like included; both online and hardcopy.
 1. Lisa has been in discussion with Mark Labonte who owns the CR premier corner and all three buildings upon it. Mark is receptive to a welcome center at this site, including some hologram effects, similar to the Samuel Slater Experience Museum in Webster, MA.

He is also still interested in housing a welcome center upon the property.

- iii. Stuart: Trying to find a venue for the presentation of the video made by WA students.
 - 1. Discussion ensued around the idea of Woodstock having gatherings similar to those happening in Thompson, possibly using the video as a discussion starting point.
 - 2. Also considered was to have the video uploaded to the town Youtube channel. IF others were to be made, does the BOS need to review them before they are published? Jessica will follow up with the BOS

5. Report from the Chair

- a. Requests for EDC presence at the P&Z hearing on Thursday
- b. Request from AG for support around a Taste of the Trail idea
 - i. Discussion lead to the suggestion of Ag creating a passport and reaching out to the local restaurants and Woodstock Business Association, to work with them. Jessica will write the letter from the EDC.
 - ii. Letter will focus on the need for local businesses and event locations to reach out to other local businesses for support and cooperation.

6. Old Business

- a. Schedule for attending other meetings – see above
- b. Vision Board
 - i. Josh brought items found on his property to represent local history: a flat, brass button, a square nail, an ox shoe.
 - ii. Lisa brought an old postcard of a painting of Sweet Evalina's
 - iii. Jessica brought a variety of photographs of local employers
 - iv. Jessica also brought a flyer Amy created "Visit Woodstock" with three focused suggestions: Fun & Adventure, Relaxation, History.
- c. ETRD Update will be discussed at the next meeting
- d. Influencers & Hype: Jessica has shared our previous discussions with local business owner who inquired about this subject. Waiting to hear back.
- e. POCD plan: Lisa read through an electronic copy and made several notes. This discussion will be a bigger focus at our next meeting.
- f. P&Z Documents: Josh shared his letter and the commission asked him to add the suggestion that P&Z give Ken Rapoport and Woodstock Sustainable Farms a limited permit that allows for a specific number of events over the course of a year and then will be reviewed once that year is up
- g. Survey with P&Z: Next step is for Jessica to share the results of the previous survey with Delia.
- h. Logo: Josh, Lisa, and Amy have shared logo ideas.
 - i. Amy and Lisa used the state of Connecticut with an icon on Woodstock

- ii. Josh used an oval, echoing the town's current seal
 - iii. There was discussion around a possible tag line. Brainstormed phrases included "preserving the past", "Wrapped in historic charm", "Come curious, leave happy", "Spirit of the past"
 - iv. No decisions were made
 - i. Email for the EDC: Jessica is working on this with Crystal Adams
 - j. Thompson Community Involvement Planning Event: Josh attended. Jessica shared with other Woodstock committees.
7. New Business
- a. The ribbon cutting proposal for the Country Store in West Woodstock is gaining support. Jessica will update the commission when a date is set.
8. Bills and Finance
- a. Jessica purchased/donated to The Last Green Valley for the EDC's inclusion in their annual publication
 - b. The budget will include the following line items
 - i. Printing signs for use in the purchased sandwich board
 - ii. Printing online packets so the EDC can review them together and have them on file
 - iii. Milage for information gathering field trips
 - iv. Purchasing items so we can table at local events
 - v. Advertising and Marketing
9. No citizens comments
10. Motion to adjourn made by Josh and seconded by Lisa