

**Killington Town Mountain Partnership Committee Meeting**  
**Monday September 13, 2010**  
**SP Land Offices**  
**9 a.m.**

Attending the Meeting: Kathy Judge, Rob Megnin, Chris Bianchi, Steve Selbo, Kathleen Ramsay, Jeanne Karlhuber, Jill Frankle (via phone) and Bill Vines.

Rob Megnin, new Director of Marketing & Sales at Killington/Pico Ski Resort Partners introduced himself to the Committee and gave a detailed overview of the exciting marketing and promotions planned for the upcoming ski season. The aggressive and innovative marketing strategy will use the latest technology to reach out to target markets to retain existing customers and attract first time visitors.

Steve Selbo that since the approval of the Golf Course PUD in April, SP Land has been working to raise additional capital to get through the Act 250 process. Steve noted that his land use planning and permitting consultant, Julie Beth Hinds, has left Vermont and he is currently interviewing for a replacement. Kathy Judge suggested that an informational kiosk about the plans for the Village might help generate excitement about the project. Steve said that SP Land is concerned about over promising and under delivering, so they plan to wait for permits before launching marketing efforts.

Steve noted that development of the Village is a long term, 25-year program, and the developers realize that they will hit two or three economic downturns during that time. The first phase of the village is not dependent on what's going on with the ski resort – there's pent-up demand of people looking for vacation homes in a modern village.

Steve also mentioned that submissions are due in response to Steve Durkee's appeal of the golf course PUD on September 23<sup>rd</sup>.

Jeanne Karlhuber reported that the momentum has grown with the Economic Development and Tourism Department and lots of things have happened since our last meeting. The quantity and quality of events has been outstanding: the Killington Stage Race; the American Junior Golf Association Tournament; It's Cooler in the Mountains Concert Series; the Killington Classic and the Hay Fest. Jeanne noted the partnerships that Director Seth Webb has fostered with the Resort, the golf courses and the Recreation Department in developing these events. Jeanne noted that a new event, Dock Dogs, is coming up next weekend, as is the IDIC15 5K walk and 15K run.

Seth has also reached out to regional and state agencies to leverage support and funding for new programs, Jeanne said. Jeanne mentioned the submission of grant applications for State Transportation Enhancement Grant funding for the Route 4/Route 100 streetscape study and the extension of the Killington Road walkway, as well as the regional approach for preparing Route 4 and Route 100 Scenic Byways application.

Bill Vines said he is hearing concern in some quarters of the town that the EDT is too focused on tourism, and not enough on Economic Development.

Bill Vines reported the Chamber's work with the Economic Development & Tourism Commission to develop a unified web site, designed to increase traction for the EDT's relatively new site and refresh the Chamber's site which has been around for awhile.

The Wine Festival was way up this year. Bill noted that with all of the events in Town people are running to keep up. Bill said that there have been two philosophies on events: 1) any event benefits the community, and 2) every business should benefit from every event. In his opinion, the number in the second camp is dissipating.

As to the national economy, Bill said that he believes that a new normal is being established in the economy: 90% of the population which is working is starting to spend again and we're starting to recapture tourist visits again.

Bill also announced that the Chamber of Commerce will hold its annual meeting on September 21<sup>st</sup> at 5 pm at the Summit Lodge.

With regard to local option tax revenue reporting, Chris Bianchi said that the check the Town receives from the state is not directly correlated to tax receipts collected by businesses during that quarter - it is dependent on the timing of state tax return filings by individual businesses and makes comparisons between the same period each year difficult. Looking at 180-day reports by month and quarter would be a better indicator of sales tax receipts. In response to Chris's comments, Steve said that the EDT should determine what numbers, reports and/or data will be used to report on performance, articulate those metrics and then report accordingly. With regard to reporting return on investment, Steve Selbo noted that the ROI calculation should include all costs of doing business.

Chris reported that at its last meeting the Select Board decided to appoint a Water Committee to make a recommendation to the Board on whether or not the Board should commission a study of the feasibility of a municipal water system, and will appoint representatives of the following groups at its next meeting on the 20<sup>th</sup>: Select Board, Listers, Planning Commission, Killington Road businesses, the association of condo associations, Fire District, Resort and Fire Department.

The next meeting will be January 10 at 10 a.m.