

**ECONOMIC DEVELOPMENT and TOURISM COMMISSION
MEETING MINUTES
THURSDAY, DECEMBER 11, 2014**

PRESENT: Bill Ackerman
Bernie Krasnoff
Rob Megnin
Bill Mercier

ALSO PRESENT: Seth Webb, Town Manager
Amy Morrison, Events Coordinator

PUBLIC PRESENT: Tracy Taylor

AGENDA:

1. Call to Order
2. Approval of Meeting Minutes from 11/24
3. Citizen Input
4. Chamber Report
5. Resort Report
6. Town Report
7. Killington Pico Area Association
8. Commissioner's Concerns
9. Date for Next Meeting.

The meeting was called to order at 3:05 PM.

A motion was made to approve the minutes of November 24, 2014.

CHAMBER REPORT: (Bill Mercier)

The Vermont Holiday Festival was held December 5th and 6th at the Grand. It was a successful event that was well attended.

RESORT REPORT: (Rob Megnin)

With the presold programs complete with the exception of student and college passes, all programs are up. Overall, there is a 70% retention rate. This is attributed to guest services and snow improvements. If bookings stay on pace we the Resort will be in very good shape going into the holidays.

TOWN REPORT: (Seth Webb)

Installation for the wayfinding system will begin December 18th. The system will help direct visitors around town and provide a significant boost to the sense of arrival in town. The Economic Development budget will be presented to the Selectboard on December 16th.

KILLINGTON PICO AREA ASSOCIATION: (Seth Webb and Amy Morrison)

At the November meeting, the EDTC invited the KPAA to attend the December meeting. A presentation was given providing updates on the transition plan from the Chamber to KPAA and the status of key elements. There is a committee of representatives from the Chamber, Resort and Town

working together to transition the KCC to the KPAA. The transition plan includes developing new revenue sources, adopting new bylaws, appointing new members to the Executive Board, and creating a new strategic plan. The committee members include Mike Solimano, Tracy Taylor, Howard Smith, Amy Morrison and Seth Webb. To conduct its work the Committee will seek input from the EDTC, the Chamber Board, the Selectboard and community members.

The KPAA will be the Chamber of Commerce restructured and expanded and directed by representatives from the Resort, Chamber and Town. It will have significantly expanded revenue sources, a new board, and a professional staff. It will be designed to fulfill the role that the EDTC (related to marketing and events), Chamber Board, and Town and Mountain Partnership Committee currently seek to do separately. The KPAA will be funded by:

1. Regional Business membership dues supported by an expanded Merchant Pass program to include the Vermont/New Hampshire Region and an enhanced membership benefit program
2. Event, sponsorship and private donations
3. An annual Resort membership contribution

The Chamber Bylaws are currently being revised to align with the operational priorities of the KPAA. The Board of Directors reviewed these in December and will vote on for adoption at the January 6 meeting. The Executive Board will be comprised of:

- Two appointment positions from Killington Resort with a standing position for the Resort President.
- Two appointed positions from the business community
- One appointed position by the Town's Selectboard

The Committee is also working to draft a Strategic Plan which will focus on advancing the region's economy, enhancing members' success and ensuring organizational sustainability. The Committee will seek input from the EDTC on this plan.

An update was provided on the Chamber's current year revenue. In 2013 the FYTD income of the Chamber was \$52,800 compared to \$143,000 FYTD in 2014. If projections continue to track the same there will be a 30% increase over budget for the organization in the 2014/2015 fiscal year. Much of this has been attributed to the increase in regional members through the expanded Merchant Pass Program and the continuing partnership with the Resort.

The next meeting is scheduled for Monday, January 12, 2015 at 4:45pm.

The meeting was adjourned at 5:00 PM.