

ECONOMIC DEVELOPMENT & TOURISM COMMISSION
MINUTES of MONDAY, MARCH 14th, 2016
MUNICIPAL OFFICES

PRESENT: Bernie Krasnoff
Gerrie Russell
Rob Megnin

ALSO PRESENT: Amy Morrison Director KPAA
Events & Marketing, Town
Dick Horner Interim Town Manager

AGENDA: Call to Order
Approval of Meeting Minutes
Citizen Input
KPAA Report
Resort Report
2016 Events & Marketing Priorities & Projects
Commissioner's Concerns
Date for Next Meeting

The meeting was called to order at 3:35 PM.

On a motion by Bernie, seconded by Rob, the minutes of February 8th, 2016 were approved as written.

The agenda was revised to accommodate Dick Horner, who had a previous commitment.

In reference to last month's discussion on affordable housing, Dick feels that this topic should originate with the Planning Commission. Although this topic received considerable votes at the town meeting in January that was hosted by the EDTC, Dick feels strongly that the Planning Commission is the proper arena for this discussion. He also addressed the part time/full time position that has been discussed. This position was approved by the Selectboard and included in the budget that was approved by the voters. It was suggested that in the future we see the budget and any proposed plans before they are presented to the Selectboard so that we can send supportive memos or motions to the Selectboard. A motion was made by Bernie and seconded by Rob stating that the commission does indeed support this position.

CITIZEN INPUT: None

KPAA REPORT: Amy Morrison

Materials have been ordered for the covered bridge to be constructed near the former Casey's Caboose and Killington Apartments on Killington Road. It will be constructed in sections off site and then moved into place. There will be flower baskets on the light poles again this season managed by Ray Rice. Bernie suggested a flag pole be erected at the Park & Ride flying the American flag and the Killington flag. Other improvements being considered are pocket parks and benches strategically placed along Killington Road. The Town will pave Killington Road from West Hill Road to Dean Hill Road this summer. Sidewalks in that area will also done in advance of the paving project. Grants, funds from the KMBC and funds from the town will enable us to start the first two miles of MB trails this spring.

We will be pushing marketing in the Burlington area for the event this summer. We are marketing in Burlington to reach higher income females and entice them for weekends. Rob suggested adding a discounted Adventure Center ticket for Sunday to get Saturday night business. The Wine Fest is always a favorite and 13 wineries are participating. An Estate Tasting will be held again at the Peak Restaurant. Bernie suggested auctioning off an unusual or valuable bottle of wine valued at \$200 to \$400 with tickets going for \$50.

RESORT REPORT: Rob Megnin

This season has been a challenge because of the weather. The state of Vermont is 30% to 40% off average revenues for the season. Pico has closed two weeks early. Season Pass sales have begun. Planning for the Woman's World Cup Races, held Thanksgiving weekend, will be at the top of the priority list going forward. The Slalom, Giant Slalom and Super G races will draw top athletes from around the world along with their support teams. Approximately 68 countries will be represented by athletes and media. Most will be housed at the Grand with spillover into Trail Creek. Volunteers from the town will be needed in setting up, fencing, security, hospitality, ambassadors and parking. This event will represent an incredible amount of work but will bring an incredible amount of recognition to Killington. Small advertising campaigns have started and will expand as the event gets closer. Plans are to add new features to the Adventure Center this summer.

2016 EVENTS & MARKETING PRIORITIES and PROJECTS:

Amy reviewed the events scheduled for spring through fall. The American Junior Golf Tournament held over the 4th of July weekend has a high economic impact on the area even though we pay \$19,500 for the privilege of having the tournament. Cooler in the Mountains will run for eight weeks this year. Long Trail has renewed their sponsorship. The concert lineup should be announced by Memorial Day. The Killington Classic will not be returning. It has operated without a profit for several years so Americade decided not to renew. There is a featured event almost every weekend from Memorial Day to Columbus Day weekend.

The next scheduled meeting is Monday, April 18th at 3:30 pm.

The meeting was adjourned at 5:10 pm.

Respectfully submitted
Gerrie Russell