

ECONOMIC DEVELOPMENT & TOURISM COMMISSION
MINUTES of MONDAY, APRIL 18th, 2016
MUNICIPAL OFFICES

PRESENT: Bernie Krasnoff
Gerrie Russell
Rob Megnin
Kyle Finneron

ALSO PRESENT: Deborah Schwartz Town Manager
Amy Morrison Director KPAA
 Events & Marketing
Cameron Rivers Events & Marketing Assistant

PUBLIC PRESENT: Vince Wynn

AGENDA: Call to Order
Approval of Meeting Minutes from 3/14
Commission Member Introductions
Commission Chair Appointment
Citizen Input
KPAA Report
Resort Report
EDTC Strategic Plan Review
Attracting New Business to Killington
Commissioner's Concerns
Date for Next Meeting
Adjourn

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

On a motion by Bernie and seconded by Rob, the minutes of 3/14/16 were approved with an addition.

COMMISSION MEMBER INTRODUCTIONS:

Kyle Finneron was introduced as a new member of the Commission. At this time Amy also introduced Deborah Schwartz, our new Town Manager.

COMMISSION CHAIR APPOINTMENT:

A unanimous vote in favor of Bernie Krasnoff becoming Chairman of the Commission followed a motion by Gerrie, seconded by Rob, nominating Bernie for this position. This action was the result of the resignation of Bill Ackerman, former Chairman.

CITIZEN INPUT: None

KPAA REPORT: Amy Morrison

Construction of the covered bridge on Killington Road has started and should be completed by Memorial Day. Ray Rice has volunteered to take care of the flowers on Killington Road and hanging baskets will be hung on the light poles. The Town/Resort Summer Kick-Off Meeting had an excellent turnout and good representation of KPAA members and residents. There is a busy schedule of event this summer with an event every weekend but 2 from Memorial Day to Columbus Day.

Gerrie asked that some flowers or plants be placed below the Wobbly Barn sign to soften the stark appearance of the parking lot. Vince Wynn, a citizen in attendance, mentioned The Complete Streets guidelines that the Planning Board and the Selectboard have adopted.

RESORT REPORT:

There are scheduled events every weekend through Labor Day and beyond. Three weddings are scheduled between now and Memorial Day. A bike swap is being planned. Rob emphasized that hospitality is the responsibility of all of us and is the key to bringing more people to Killington. The resort owns the day but the town owns the night and any interaction can have an effect on a visitor's opinion.

A detailed discussion on putting together a "coupon book" with added value from local businesses brought many ideas to the table. These included a phone app to a booklet that could be given out at the many trade shows that the resort attends and also made available to private renters. Amy will speak with various business owners in town to gauge interest.

EDTC STRATEGIC PLAN REVIEW:

After a review of the original document, several suggestions were made. Amy will incorporate these revisions and send to commission members review and discussion at next month's meeting.

ATTRACTING NEW BUSINESS TO KILLINGTON:

This discussion was tabled since Lyle Jepson and Sarah Gilbert from REDC in Rutland will be our guests.

COMMISSIONER'S CONCERNS: None

The next scheduled meeting is Wednesday, May 18th at 3:30 PM.

The meeting was adjourned at 4:50 PM.

Respectfully submitted
Gerrie Russell