

**ECONOMIC DEVELOPMENT & TOURISM COMMISSION**  
**MINUTES of WEDNESDAY, MAY 18<sup>th</sup>, 2016**  
**MUNICIPAL OFFICES**

**PRESENT:** Bernie Krasnoff  
Gerrie Russell  
Rob Megnin  
Kyle Finneran

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

**GUESTS:** Lyle Jepson           Executive Director REDC  
Sarah Gilbert           Assistant Director REDC

**AGENDA:** Call to Order  
Approval of Meeting Minutes from 4/18  
Marketing & Event Update  
KPAA Report  
Resort Report  
Attracting New Business to Killington  
Commissioner's Concerns  
Date for Next Meeting  
Adjourn

The meeting was called to order at 3:30 PM.

On a motion by Bernie and seconded by Rob, the minutes of 4/18/16 were approved.

**MARKETING & EVENT UPDATE:**

The new rack cards, designed by Cameron, are attractive and ready to be placed. They list scheduled events May through August. The Killington Stage Race, scheduled for May 28-30 has almost 400 participants registered. The Downhill Throwdown is now a sanctioned event with about 150 riders registered at this time. This event, scheduled for June 16-18 will also coincide with camping and grilling offered at the Pasta Pot.

The Welcome to Killington signs designs are being updated.

**KPAA REPORT:**

Construction on the covered bridge is complete. The dedication and accompanying article in the Mountain Times will be after the Killington logo is added to each end.

**RESORT REPORT:**

The mountain is still welcoming skiers and the plan is to try to remain open through Memorial Day

weekend. By June 18<sup>th</sup> all amenities, including mountain biking, golf, adventure center and hiking will be available. There are scheduled events every weekend June through Columbus Day including concerts and festivals. Logos for the World Cup in November have finally been approved.

### **ATTRACTING NEW BUSINESS to KILLINGTON:**

Lyle Jepson and Sarah Gilbert from REDC (Rutland Economic Development Corporation) shared the six imperatives for economic growth the Rutland Region should follow.

- Recognize that substantial economic growth can come from within.
- Provide efficient, centralized technical assistance. Want to do for
- Advocate for policy improvements to make permitting, timely and cost-effective.
- Guide business owners and entrepreneurs through the permitting process.
- Proactively support the development of a robust 21<sup>st</sup> century workforce that is well
- Trained and well educated, and that includes growth in the 25 to 45 year old age bracket.
- Develop and execute a strategy to leverage the Rutland region's existing higher
- Education cluster to increase regional competitiveness by providing a location of choice for workers beginning their careers.
- Support these initiatives with a robust economic development marketing strategy and a
- Comprehensive rebranding of Vermont and the Rutland region that communicates our economic strengths, opportunities and vision.

They stated that the REDC messaging was trying to reach all ages and finding out how career goals and lifestyle decisions are made. Castleton University has an entrepreneurship program and there are small grants through the Vermont Dept. of Labor. Perhaps we need a better sense of place and to realize how important the mountain is to the county. The mountain is an asset that we need to leverage. Rob Megnin mentioned that for every \$1 spent on a lift ticket, \$7 to \$9 is spent somewhere else.

Millennials choose what they enjoy doing then choose employment. The flip side of millennials is the retired age group. Both groups have the same needs. Killington and REDC can work together for the betterment of both.

### **COMMISSIONER'S CONCERNS:**

The town manager will be signing an agreement with the Forest Service so construction on the Mountain Bike Trails can begin. There will be sidewalk and road construction on Killington Road this summer and our road crews are aware of the event schedule.

The next scheduled meeting is Monday, June 20<sup>th</sup>, 2016 at 3:30 PM.

The meeting was adjourned at 4:35 PM.

Respectfully submitted  
Gerrie Russell