



ECONOMIC DEVELOPMENT and TOURISM COMMISSION
Meeting Minutes
Monday, April 7, 2014

PRESENT: Bill Ackerman, Chairman
Rob Megnin
Bernie Krasnoff
Gerrie Russell

ALSO PRESENT: Seth Webb, Town of Killington (the “town”) Manager (the “Manager”)
Amy Morrison, Events Coordinator (“Coordinator”)

PUBLIC PRESENT: None

AGENDA:

1. Call to Order
2. Approval of Meeting Minutes from 11/25/13 and Meeting Minutes from 1/27/14
3. New Member Introduction
4. Citizen Input
5. Chamber Input
6. Resort Update
7. Commissioner’s Concerns
8. Strategic Plan review
9. 2014 Project Update
 - A. Kayak Trail
 - B. Mountain Bike Trail Development
 - C. Park & Ride Facility
 - D. Summer Events
10. Date for next meeting

The meeting was called to order at 4:01 pm.
A motion to approve the minutes of 11/25/13 was made by Rob Megnin and seconded by Gerrie Russell.
A motion to approve the minutes of 1/27/14 was made by Rob Megnin and seconded by Bernie Krasnoff.

CITIZEN INPUT: None

CHAMBER REPORT: (Amy Morrison)

Tickets for the Killington Wine Fest (July 18-20) will be issued in the coming week which represents an earlier introduction to the market. Some Distilleries and Wineries have already reserved space and the Chamber is working with Scott Harrison of the Resort to arrange an event at the Peak. The mixer this month was a pizza party with live music attended by 75 people. Kiosks will soon be installed at the Chamber and will generate income since a monthly rental fee is charged for space. Permission has been given to install a sign on the roof of the building. So far there has been no traffic problems.

RESORT: (Rob Megnin)

The season is winding down after a strong March and April. Overall visits are up and spring pass sales are up. The Peak is a real winner even on the slowest days. In fact, it is usually overrun with people, skiers and non skiers alike. The Elan Learn To Ski Program for adults that was initiated this year was a success. The NSAA (National Ski Areas Association) reported 94% finished the program based on completing 4 visits. They would like to add programs for snow boarders and children next year. Rob would like to arrange a time to present the new summer program to the commission.

COMMISSIONER'S CONCERNS: (Bill Ackerman)

Mr. Ackerman questioned whether we should approve the Strategic Plan later on the agenda without hearing the Resort Presentation first since the question is whether each plan will stand alone or work in conjunction. Since a time for the presentation was needed, a discussion followed regarding that meeting time plus the regular meetings of the commission. It was decided Rob Megnin would present the Resort's plan for the summer on May 21st at 3:00 pm at the Grand. The following meeting dates were suggested and approved: June 9th, July 14th, August 11th and September 8th with a new starting time of 3:00 pm.

STRATEGIC PLAN REVIEW: (Seth Webb)

The Strategic Plan is ready to be reviewed and approved. Development began in 2010 and it has been reworked and amended up to this point. Basically the plan is to approve, submit to the Select board and use as a guideline going forward. Continuing the discussion of the Strategic Plan versus the Resort Plan, the hope is that they will enhance each other. Higher taxes on every level might affect implementation.

Another storm like "Irene" would also cause delays. Some word changes were suggested by Bernie and approved by the members present. Other questions asked and discussed were how events were booked, do members of the commission take part in implementation and how are we attracting new residents to Killington. A motion was made to adopt the Strategic Plan as amended in April 2014 was made by Rob Megnin and seconded by Bernie Krasnoff.

2014 PROJECT UPDATE: (Seth Webb)

Kayak Trail: The resort gave us the land but in order to facilitate the deed transfer, a wetlands permit was needed. A variance from the Zoning Board of Adjustment has also been obtained. We are almost at the point where we can say it's "open for business".

Mountain Bike Trail Development: This is designed for family friendly riding. The select board voted unanimously to support this endeavor which will cost between \$300,000 and \$400,000. Grants are available and they will be aggressively applied for. Specific funds for this project are also included in the general fund in each year's budget.

Park and Ride Facility: Construction should start in July or August.

Summer Events: Amy Morrison is our Marketing Events Coordinator and is active in pursuing, planning and following through to completion all of our planned events. The calendar for this summer includes concerts, marathons, golf tournaments, cycling, mountain biking and many other events.....all reflecting Amy's perseverance.

The next meeting will be Monday, June 9th at 3:00 pm.

On a motion made by Gerrie Russell and seconded by Rob Megnin, the meeting adjourned at 5:30 pm.

Respectfully Submitted
Gerrie Russell
first draft 4/13/14