**SEVEDS Board Meeting Minutes**

**May 18, 2017, 3:00 – 5:00 pm at BDCC**

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Attendees: Adam Grinold, Bob Stevens, Bill Colvin (via phone) Kristin Mehalick, Meg Streeter. Konstantin von Krusenstiern, Jen Stromsten, Mary Ann Kristiansen, Josh Druke, Stephen Dotson, Avery Schwenk, and Emmett Dunbar (guest).

Welcome & Gathering – Bob Stevens

Action Items

* Review and Approve April 27, 2017 Board Meeting Minutes
  + Motion: Meg Streeter
  + Second: Mary Ann Kristiansen
  + Approved by all

Updates

* New SeVEDS Board Members – Laura Sibilia
  + Looking to fill two open board seats. Two potential members have been asked.
* Targeted Expertise Recruitment (TER) Pilot – Jen Stromsten
  + Jen provided the board with an update on the meetings that have taken place on the Targeted Expertise Recruitment pilot. Two meetings have been conducted and we are beginning to put some strategy behind recruitment issues businesses are facing.

Substantive Discussions

* Joint CEDS EDA Application – Jen Stromsten
  + Jen provided an update on the joint CEDS EDA application to the board. The application is ongoing and we are working with BCRC to complete.
* Fundraising Update – Jen Stromsten
  + Jen informed the board that the fundraising committee is continuing to meet and working on the messaging and strategy behind fundraising for SeVEDS.
* Data – Bill Colvin and Jen Stromsten
  + What are the questions, things we wish we knew, areas to focus on in this next CEDS?

Workforce shortage – strategy - how do we get good at using remote workers.

* Remote worker data
* Broadband
* How much income is coming into the region for remote workers here…

Recruitment – where are we seeing places grow in population

* Lower taxes?
* Jobs? What kind of jobs?
* Housing?

Retention

* College graduate retention
* Internships

WF Supply

* unemployment rate low = low supply
* wf age breakdown…getting older overall
* Emmett – how much of the data takes into account the CT river valley as a revolving door?
* Look at our population growth or change in context of the region…(Bob we did this in green building cluster and found we could reach farther.)
* Look at our job shed more fully as something to leverage an asset
* VY example

Growth areas / assets to better leverage

* remote workers for local biz – we should find this out (just at SIT and they talked about having thousands of employees around the globe)
* remote work for local workers
* creative economy (Stephen brought it up – data from Creative Economy group Mt Auburn associates study)

Demographics – earning profile

* % who live on wages
* % of residents who pay full freight on education taxes
* underemployment -

SCENARIOS - Drew /Josh– are we trying to change the course, or adapt, based on the statistics? – “If I had to bet I think we’d have a smaller population in the future than we have today”

* What are our adaptive strategies
* What are various scenarios to consider

Businesses are planning on being smaller – so let’s track **adaptive strategies**

* # of businesses
* # of employees per business
* Automation…CDL drivers (one of the most prevalent jobs in VT)\*\*
* Do we need to increase productivity?
* # of jobs / clients / branches in other counties, states…
* How can we measure quality as much as quantity to track success
* How do we measure the building of quality, diversified companies bringing water into

the pool…can we do a better job tracking dollars coming in.

* Exports
* Tourism
* Services sold outside the region (Stevens Associates)

How do we track quality of life in a shrinking economy?

* Even as wages go down
* Decreasing cost of living – making it less expensive
* Live / work options (# of people who

Bob –the whole idea of a virtuous economy you can do this with something that’s getting smaller …it eventually goes away. We have been in a state of decline…didn’t know it for years but are at a precipice. Market disparities like demand for housing but we can’t afford to build it…

Retirees

* Emmett – we are not capturing value from the retirees with disposable income because we disincentivize them staying…tax policy that reduces burden as they age
* Can we build a business model to capture retirees and keep them here

Occupations

* Identify big liabilities (like won’t need CDL operators) and retraining needs
* Identify big opportunities

Technology & other Big issues - What are some of the big factors driving things!

* Marijuana
* Automation
* Driverless cars
* Related cluster businesses like automotive…

No one predicted this seen though we knew in 1989

“In times of crisis we come together instead of coming apart”

Other Business / Announcements

* Next SeVEDS Board Meeting, Thursday, June 15th from 3:00 – 5:00 pm at BDCC
* Southern Vermont Economic Summit, Wednesday, May 24th at Stratton Mountain

CEDS and FY ‘17 Board Priority Area Updates

* **Entrepreneurial Programs:** 
  + INSTIG8 - Entrepreneurship and Innovation
* Ongoing outreach
* increased level of small business inquiries from multiple sources
* workshop developing in the areas of human resources, finance, insurance, and

succession planning

* incubation programming / services in development
* startup-lab development in partnership with well-established organization

currently in progress

* Founder Focus - great success! Now doing one per week – recommendation

welcome!

* Seek mentors - recommendations welcome!
* RMAP seems to be moving forward - currently scoping implementation
* **Workforce Programs:** 
  + Internship Program
* New Internship Postings: Omega Optical Inc., Glen-Abbott Resort and

Wilmington Works

* Placed Summer Interns (as of 5/9/2017): 4
* Placed Fall Interns (as of 5/9/2017): 1
* Currently working with 18 students to place in summer or fall internships
* Working with Career Counselors and Administration at each one of the 6

Colleges and Keene State College to plan for the fall semester internship recruitment. Examples: Attending new student orientation, parents weekend event, faculty meetings and fall campus events

* Sophomore Summit/Fast Tracks to Success:

The BDCC/SeVEDS was a lead organizer and financial sponsor for the first annual Sophomore Summit, a career awareness event that had over 250 Windham County sophomores engage in workshops with local employers in a variety of fields. The BDCC not only contributed financially, but was also provided support and contacts to ensure high-growth and high-need industry sectors were represented.

* Talent Pipeline Management

Workforce and Education Program Manager Alex Beck attended a Talent Pipeline Management meeting with Statewide construction partners on Wednesday, May 3rd. The meeting was considered a major success, and momentum continues to build behind the process and associated activities. The BDCC/SeVEDS is hosting a Healthcare Collaborative meeting on May 25th. Brattleboro Memorial Hospital, Grace Cottage, and the Brattleboro Retreat will all be represented.

* Young Professionals

The Young Professionals have their annual Gardening event at Superfresh Cafe on Wednesday, May 10th.

* The BDCC/SeVEDS was selected to be a presenter at the upcoming IEDC annual conference. A proposal submitted by Alex Beck on Rural Workforce Ecosystems was accepted as a

panelist on the second day of the conference.