**SeVEDS Board Minutes—Retreat 9/28/17**

**Wilmington Old School**

1. Introductions: 25 attendees (SeVEDS and RED members, staff support)
2. SeVEDS Goals Look Back: Lisa and Jeff
   * Similar issues as now but not as well articulated
   * Voice of the young professionals
   * Differing perceptions, the process needed to get to the spot we are now: a shared perception and a shared urgency
   * Setting goals, aspirational and realistic
   * Getting out of the silos and connecting with other companies in your sector/cluster, to your community, to your workforce (many large companies looking outward)
     + How do you make it so companies DON’T/CAN’T leave?
   * Commuter-ship is a big piece of data that has shed light on the value of towns participating in a regional process
   * Rural economic development requires organization and motivated: data helps with shared knowledge and shared urgency
   * Process is arduous but it’s about the relationship building and the foundation and gathering of resources: SNOWBALLING
3. Leadership discussion: on strategy for joint CEDS
   * Public meetings: cross-representation
   * RED and SeVEDS as the CEDS committee to digest the data and discuss strategies
   * Co-chair (Bob and Jason) the CEDS committee
   * Virtual option: in face brainstorming more successful, virtual for transactional meetings or presentations
4. Important dates
5. CEDS Project Submission period open
6. Motions for Vote:
   * Minutes from last meeting APPROVED
   * Ashely to join SeVEDS APPROVED
7. DATA: Comments/Questions from board
   * Checking on the data, is it still compelling? Starting the discussion
   * Pool Slide: Exporting keeps feeling the pool
   * Is Maine as a state older than Vermont?
   * Comparing ACS and US Census? ACS is an estimate (defining and differentiating)
   * Commuting data: clarify it is the residents and how far they are driving (can we also show workforce commuting into a specific town or region?)
   * What are the top three destinations where people are commuting for each town?
   * What about the residents who aren’t included in the workforce?
   * What can we take from the fringes? 10-minute commute: from home? Telecommute? Live-work communities?
   * Flash the headline… why is this commuter data important? Let towns ruminate or give them the take away?
   * Empty job is not measured, a job doesn’t matter if we don’t have a worker to fill the position
   * Employment: scales between rest of VT and SoVT… how are we comparing these?... just the overall trend line
     1. Should SoVT be included in the “rest of VT” and just talk compare all of VT vs SoVT
   * Private sector wages-gross payroll (Windham only): gets confusing, better/easier to look at trends.
     1. Taking VY out, what other factors contributed to the growth line (2010-2014)
        1. Value added food
        2. Health care/human services (retreat)
           1. What % of the Retreat employees live in VT?
     2. Secondary impacts of job losses, specifically from VY, how long does that last when jobs are lost and there is less money spent on secondary
   * Total wages: SCALES will help compare counties
   * Wage growth trends:
     1. Raising household wealth: not just population growing but WHO is in that growing population
     2. Paid wage not EARNED
   * Total personal income components:
     1. On poster—public is pulled out, but its not pulled out in the slides presented
   * \*\*\* Bell curve of engagement with local economy (lack within lower income and high income), says something about the middle/working class
   * QUESTIONS:
     1. How does this manifest in your community or business?
        1. Meg: Young retirees from 10 years ago spending time on beautification. Those people are not coming now
        2. Randy: employee who retired here from NY, now are moving to AZ.
        3. Bob: excess of second homes/properties, older people are looking to age in place, young people don’t want those properties
        4. Where does affordability come into this whole thing? (reality/perception that it is expensive to live here) Can we identify drivers of these affordability issues? HOUSING STOCK, older housing stock
        5. WWHT studies on housing—utilizing this (but they are focused on affordability) What about the 120% of MHI though? Potential to add on a moderate affordability
           1. If we can add on to WWHT studies, what is it that we want/need to know about housing?
        6. Josh: NO permeant residential building happening, second home building is down. Trend: generation shift (houses/property to be passed down: no new houses being build)… how does this effect?
        7. Limiting factor for The Retreat: national issue of professional skills (lost out on $800,000 in revenue because they didn’t have the workforce to take on the beds). CONTEXT IS IMPORTANT
        8. Higher education: smaller schools are in trouble, potential to close
        9. The intangibles: do we work on this? How do we bring this in (fringe benefits to live here)?
   * Age Cohort:
     1. Do we have the right kind of housing to take care of our aging population?
     2. A threat or an opportunity?
8. Goals/Strategies
   * Demographics: opportunism for growth, what we are doing now is good but not going to move the dial
   * \*\*Work force is our biggest issue: SeVEDS cannot by ourselves significantly moving the dial on this, a lot is out of our own control. WHAT CAN WE MEASURE THAT WE CAN CONTROL? Should be based on population outcomes not process outcomes. “Who is better off because of it?”—BDCC’s work/implementation
   * First define the problem, then work on creating the strategies
   * How do we build an infrastructure for refugees? How do we provide a home?—could this be a strategy to grow population? Climate refugees
   * Retaining is easier then attracting (population): partnering with higher education
     1. Young Professionals and College students: a good partnership
     2. Data on skills being built in colleges and what are needed in open jobs
     3. “professionals”: what kind of image does that project? Will YPs that do more labor/technical jobs feel a part of this?
     4. McClure foundation brochure: would something specific to SoVT be useful?
     5. Just keeping the college kids around will not fill the loss off the Boomers in the workforce
   * Can we change how we talk about careers with students? Career centers coming to the schools
     1. Is it producing kids who can feed our workforce need?
     2. Strategy around how to get workforce into jobs available
   * How can we participate in the tech industry that is ever growing? We are missing out on a huge sector that shouldn’t be ignored
     1. Tech roundtable?
     2. Tech workforce can work remotely, how do we appeal to them?
   * Fiber in all schools and libraries: way underutilized
   * \*\*Lets talk about having less goals and less strategies to make it easier to communicate and spread the word? Picking projects and calling them strategies?
   * When talking about what we do next, we should talk about effort input and outcome? Is this even?
   * Rate limiters vs what we’d like to come out of solving those limiters? Easing the bottlenecks?
   * Policy agenda that we are clear on that we advocate for? To have more hands working on these issues?
9. Next meeting:
   * BDCC staff to give pitch on project implementation
   * VY/Northstar happenings