**SeVEDS Agenda  
Thursday April 17, 2014  
Hannah Cosman 2-4 PM**

In attendance: Drew Richards, Pat Moulton Powden, Bill Colvin, Adam Grinold, Konstantin von Krusenstiern, Andrew Robinson, Jill James, Cynthia Stoddard, Patrick Moreland, Ariel Brooks, Stephan Morse, Martin Langeveld, Dutch Walsh, Laura Sibilia

Absent: Jenna Pugliese, Colby Dix, Bob Stevens, Lisa Sullivan, Ann Andresatos

Patrick called the meeting to order at 2:05

PMP moved to approve March minutes seconded by Ariel Vote: Unanimous

Based on a recent survey the board conducted of its members the regular SeVEDS Board meeting time will remain on the third Thursday from 2-4 pm.

Financial report – Cynthia asked about Private Revenue. Pat noted that 2K of that has been received by Green Mountain Power and needs to be adjusted.

Pat took a moment to tell the board how much she has enjoyed working with them and that she looks forward to continuing to doing so in her new role.

Discussion regarding requested facilitation between BDCC and SeVEDS, Patrick will reach out to BDCC Board chair to see if process for response can be expedited. Laura and Pat both spoke about the search process as an opportunity for the two boards. Adam said there need to be other goals in addition to just “merge” which is the goal he has been hearing. KVK spoke about the possibility of a new organization and Martin noted the inefficiencies inherent in multiple boards – closer alignment would provide more opportunity. Dutch also noted that there was enabling legislation that would allow a new RDC to emerge.

The board reviewed a memo sent to ACCD indicating several urgent projects that the region intends to request VY funds for. All of the projects were a part of the original list provided to the Administration and the Legislature in terms of immediate needs.

The board received a letter regarding a national Nuke conference being planned that asked to come and speak with SeVEDS. The board asked Laura why the group wanted to meet with SeVEDS and Laura said she believes they are looking for an existing organization to work with on the national conference. The board agreed to hear from them at the May 15th board meeting

The board watched the SoVermont Branding Presentation that was given at the Vermont State Tourism Conference. Next steps are:

* + April: Prelim approval of funding from ACCD, Begin Hiring Search for Marketing Director, Schedule regional meetings with businesses and chambers, Project development scope for job board and website
  + May: Hire Marketing Director, Develop Job board and Website
  + June-August: Build investment team to match state 75K and subsequent marketing campaigns, Build Preliminary 150K marketing campaign
  + September: Execute 150K Fall/Early winter campaign