

SEVEDS Board Meeting Minutes
February 22, 2017, 3:00 pm - 5:00 pm, BDCC

Attendees: Adam Grinold, Bob Stevens, Meg Streeter, Bill Colvin, Kristin Mehalick, Laura Sibia (via phone), Konstantin von Krusenstiern, Drew Richards, Jen Stromsten, Ann Andreosatos, Luke Stafford, Martin Langeveld , Josh Druke, Avery Schwenk, Stephen Dotson, Carolyn Blitz (via phone) and Susan McMahon (via phone).

Welcome & Gathering – Bob Stevens

Action Items

- Review Quarterly SeVEDS Financials
- Review and Approve Pieciak & Co. Engagement Letter for SeVEDS 990 Form
 - Motion: Bill Colvin
 - Second: Meg Streeter
- Review and Approve January 19, 2017 Board Meeting Minutes
 - Motion: Avery Schwenk
 - Second: Meg Streeter
- Review and Approve BDCC/SeVEDS Service Agreement
 - Motion: Stephen Dotson
 - Second: Meg Streeter

Updates

- Town Meeting Day Preparation – Kristin Mehalick
 - Updated to the board on upcoming Town Meeting Day
- Update on fundraising/recruitment programs – Adam / Jen Stromsten
 - Jen Stromsten provided the board with an update on SeVEDS fundraising plans – developing a funding model
 - Goal of identifying funding goals by June
 - Built around cautiously testing the SeVEDS messaging with already existing business relationships
 - Adam Grinold provided the board with an update on the “Southern Vermont Recruitment Task Force” – group will drill into recruitment issues

Substantive Discussions

- CEDS overview review – Laura Sibia
 - Laura Sibia reminded the board the CEDS is due for renewal in 2019 and this process will be begin this year (2017)
 - A draft timeline for CEDS renewal was presented to the board
- Bennington County CEDS Development – Bill Colvin
 - Bill Colvin provided the board with an update on the Bennington County CEDS Development and the potential to have a Southern Vermont CEDS (combine Windham and Bennington County)

- BCRC Charged with the following:
- Identification of Resources
 - Identify Bennington County region businesses, institutions, individuals and resources that are critical for building a partnership with the Windham County region.
- Steering Committee
 - Establish a steering committee of interested parties, consistent with guidelines established by the U. S. Economic
 - Development Administration for Comprehensive Economic Development Strategy (CEDS) steering committees, to serve as the foundation for economic development work in the Bennington County region.
- Educate about CEDS Process and Gain Commitment
 - Focus the steering committee, the private sector and municipalities on the process required for developing a comprehensive economic development strategy, and solicit commitments, as appropriate, from these parties for performing the work.
- Publicize the Effort
 - Publicize the initiative to build support for performing regional economic development capacity.
- Southern Vermont Economic Development Summit – Tuesday, May 23rd at Stratton Mountain
 - Partner with the Windham County region to host a Southern Vermont Economic Development Summit to share economic success stories from Southern Vermont and to present steps needed to develop the Southern Vermont Comprehensive Economic Development Strategy.

Other Business / Announcements

- 2016 CEDS Project Press Event – Monday, February 27th, 9:00 am at Wilmington Old School
- Next SeVEDS Board Meeting, March 16th from 3:00 – 5:00 pm at BDCC
- Upcoming YP Events:
 - Saturday, March 4th, Young Professionals Gala
 - YP's have raised \$7,070 to date, \$4,200 of which is cash, the rest in-kind.
 - February 23rd event is a film screening of "Divided By Diversity" at SIT Graduate Institute

CEDS and FY '17 Board Priority Area Updates

- **General CEDS**
 - Municipal Funding for FY 2017 – 2018
 - Including on the TM Warning in the following Towns: Brattleboro, Westminster, Vernon, Guilford, Rockingham, Marlboro, Dover, Wilmington, Putney and Newfane.
 - Town Meeting Day 2017 – Tuesday, March 7th for Guilford, Marlboro, Dover, Wilmington and Putney.
 - Rockingham Town Meeting Day 2017 – Monday, March 6th
 - Vernon Town Meeting Day 2016 – Monday, March 6th
 - Westminster Town Meeting Day 2017 – Saturday, March 4th
 - Brattleboro Town Meeting Day 2017 – Saturday, March 25th
 - 2016 CEDS Project Press Event - February

- **CEDS Objective 2: Create an entrepreneurial environment and culture to enhance existing business and grow new business.**
 - INSTIG8 activities for this fall range from networking events to a hack-a-thon, all of which help to support and cultivate a culture of entrepreneurship and innovation in the region.www.facebook.com/INSTIG8
 - Upcoming 2/15: Boosting Your Business: How to Leverage Relationships with Facebook
 - Upcoming 3/15: No Budget Video: Make Videos that Work Online
 - Initial discussions with Benn. RDC RE: shared startup boot camp curriculum
 - Meeting with Dartmouth re: REIN & potential collaborations
 - Scheduled meeting with UMASS re: REIN & potential collaborations
 - Met with UVM VP of Research - They were interested in our activity relative to an accelerator. They are easily 2 years behind SeVEDS-led initiatives and need to do much more research on the basics of scalable firms, etc.
 - Founder Focus: celebration of founders via social media - 30 day challenge. Criteria 1.) operational 2.) a founder. Starts 2/15
 - Ongoing outreach

- **CEDS Objective 3: Improve wage parity with the surrounding labor shed**
- **Ecovation Hub: Working to implement sustainable governance plan and formation of new Leadership and Fund Development Team.**

- **CEDS Objective 4: Increase the size and quality of the workforce**
- **Fast Tracks**
 - BDCC/SeVEDS Fast Tracks program is the lead sponsor and organizer of the Sophomore Summit on April 26th, during which ALL sophomores in Windham County will engage in Career Awareness programming at Latchis Theater and throughout Brattleboro.
- **Cluster Roundtable Initiative**
 - The BDCC will be rebranding the Cluster Roundtable Initiative after Alex attends the Talent Pipeline Management Academy in Washington D.C. This professional

development course will provide better tools for the BDCC to engage employers in workforce development initiatives.

- Targeted Expertise Recruitment Taskforce
 - The taskforce continues to be developed
- Internship Program:
 - Received a grant extension from the VT Department of Labor to use remaining funds of the 2015-2016 Internship Grant. Funds will be used for marketing materials.
 - Investing in FY17 collateral, including physical and digital marketing.
 - Working to expand the number of businesses and interns' participating in the Internship Program. Increasing business outreach and presence at regional colleges.
 - Placed two Interns in the month of January/February; Jamaica Cottage Shop and Ground Works Collaborative
- **CEDS Objective 5: Retain and attract younger talent through engagement linkages, lifestyle amenities, and meaningful career opportunities**
- YP's
 - Saturday, March 4th, Young Professionals Gala @ BMAC
 - YP's have raised \$7,070 to date, \$4,200 of which is cash, the rest in-kind.
 - February 23rd event is a film screening of "Divided By Diversity" at SIT Graduate Institute
 - Membership Management platform and website redesign is planned to be rolled out at the Gala. The membership management platform will be used to collect more informative data about the young professionals that attend events, access BDCC/SeVEDS Services, and that might be interested in volunteering or donating to SeVEDS programs. The web page will be built off of the newly designed BDCC/SeVEDS Website.
 - We are developing a YP-oriented event/reception for the So.VT Economy Summit in May