

**SEVEDS Board Agenda Meeting, September 18, 2015 | 4pm-6pm at Wilmington Town Municipal Building Conference Room -**

**In Attendance: Ariel Brooks, Konstantin Von Krusenstiern, Meg Streeter, Laura Sibilia, Bill Colvin (via conference call), Drew Richards, Adam Grinold, Patrick Moreland, Alex Beck, Candace Pearson (for Peter Yost who is away for the next two months), Avery Schwenk**

**Regrets: Susan McMahon, Jill James, Dutch Walsh, Bob Stevens, Martin Langeveld, Luke Stafford**

**Acronym Guide:**

The Usual Business

- Welcome and Gathering
- [Approve Minutes](#)

Motion to approve from Meg, Second from Konstantin. APPROVED Unanimously.

- Review and Approve Financials

Motion to approve from Drew, Second from Meg. APPROVED Unanimously.

- Fundraising/Grant/Budget: Auditor's Recommendation (Adam)

Adam reported on the recent audit for BDCC. Insights include that revenue that is in SeVEDS is actually BDCC revenue, which is important in our tracking of the EDA grant income.

- **APPROVE:** Elect New Board Member: [Berta Maginniss, Manchester Chamber of Commerce](#)

Moved to Approve by Konstantin, Second by Adam, APPROVED Unanimously

- **APPROVE:** Economic Development Leadership Award Recipient

Discussion of candidates. Recipient approved

CEDS and FY '16 Board Priority Area Updates

- General CEDS -
  - CEDS Objective 1: Act Regionally

The move to regionally located meetings has been making it a little more challenging for fuller attendance. While it is challenging, it is worth continuing to see if

- **FYI:** [CEDS Project Announcement Out](#) (Jodi)

Jodi is doing outreach to the municipalities as well as to the current project orgs to encourage either new or updated projects. Jodi has presented to a selectboard member from Guilford as well as to the Six College Collaborative to encourage them to submit projects for inclusion.

- **FYI:** SoVT Economic Development Zone Updates (Laura/Adam)

There are currently workforce, marketing, capital importation, and housing groups working within the Zone. The group is seeking to make the Southern Vermont Sustainable Marketing plan something to be implemented. There is also review of workforce development. All of the minutes and scope of work are located here:

<http://www.brattleborodevelopment.com/economic-development/projects/sovermont-economic-development-zone>

- CEDS Objective 2: Create an entrepreneurial environment and culture to enhance existing business and grow new business.

- Board 2016 Priority: FYI: Update on Accelerator (Jodi)

Jodi is creating a report of all of the research she has conducted to date, including local, regional, and national resources and models of accelerators. This report will be a key initial document for the consultant working on the feasibility study. The report will be completed by the next board meeting in October. She had the opportunity to attend an inspiring “Pitch Party” event hosted by the Valley Venture Mentors based out of Springfield, MA. They have been extending their reach up to Greenfield, MA more regularly and have many free events to attend and network at.

- CEDS Objective 3: Improve wage parity with the surrounding laborshed

- Board 2016 Priority: Green Building, Healthcare, Tech Driven Manufacturing

- **FYI:** Green Building Leadership Team progress (Jodi)

Jodi and Guy met to go through the initial list of possible team members to contact. Movement on actual recruitment will wait until the consultant team for the cluster analysis is selected and engaged.

- **FYI:** [Update on RFQ Response](#) (Jodi)

Two robust responses are in. They will be reviewed and a selection will be made by Monday, September 21st. Adam will then negotiate the contract with the selected consultant team.

- **FYI:** Healthcare Cluster next steps (Jodi)

The main focus is on workforce development for all of both the major and smaller employers. Three of the Six Colleges have met with BMH, Grace Cottage & the Retreat to discuss how to create career pathways training that match their current needs. Jodi is doing further outreach to some of the other employers not in that conversation currently to ensure their needs are also

heard and considered in that work. The next meeting will be in December and will include further discussion of creating internship opportunities.

- CEDS Objective 4: increase the size and quality of the workforce
  - Board 2016 Priority: Workforce Development and Internship Program
    - **FYI** -Update on YP Steering Committee Recruitment (Alex)

Multiple Brattleboro residents nominated have accepted. Need more representation from across the region.

- **FYI** -Update from Educator's Workforce Committee Meeting (Alex)

First meeting occurred for the school year. This is a meeting of counselors, program directors, and several representatives from key workforce sectors (Green Building, Tech, Manufacturing, and Healthcare). Meetings will happen monthly in order to continue fostering communication and programming to develop the career awareness/preparedness continuum.

- CEDS Objective 5: Retain and attract younger talent through engagement linkages, lifestyle amenities, and meaningful career opportunities
  - Board 2016 Priority: SoVT Recruiting
    - Next YP event - Alex

Soup Stroll tonight. The YP group attended the Rutland YP Summit and continued to firm good relations with them. The next annual event will be in Brattleboro.

- Internship Updates - Alex

Sending the names of young people who are looking for work in the area, including what their areas of interest are, to Alex. Alex has been meeting regularly with YP new residents to the area to refer them to possible opportunities which are either internships or employment opportunities. Existing programs are for the college enrolled students, including the dual enrollment students.

- CEDS Objective 6: Refine and implement VY-specific workforce and site impact mitigation strategies related to it's closure
  - Tri State CEDS alignment (Adam/Laura)

October 15-April 15 is the project duration. CEDS alignment White Paper on "what we wish we had known" prior to the VY Plant closure. The work is split between all three RPCs, Adam, and Jodi. BDCC's main role is to manage publicity with the findings and host a public event about the findings.

## Substantive Discussions

- Fundraising plan (Laura, Jen Stromsten)

Presentation slides included here.

Discussion highlights:

*What is happening currently?*

We have done grants, municipal fundraising, and BDCC funds.

*What are we trying to raise?*

Adam provided slides and information about recent professional development events he and Laura have attended, both a conference and webinar. The range that matches our population size is the 10,000-50,000 range.

*What are the goals for first, second, and third year? How do we staff this effort?*

Laura has been identified as the primary staff member to implement this plan. It would need to occur in November, prior to her departure to the legislature.

*Should we look at this as a BDCC/SeVEDS effort rather than only SeVEDS?*

The vision for this effort has only been for SeVEDS at this point. The relationship of BDCC and SeVEDS is still an important discussion both boards need to have before endeavoring in co-fundraising. Next step is to begin discussion between the two boards.

*Considerations, Possible Actions/Directions*

Good strategies to engage in, include some testing campaigns to see how robustly people will give and where their interest lay. You can do your first round to fund your staffing.

We are asking people to make an investment in the region rather than paying for a singular organization.

Laura is being redirected out of the day to day SeVEDS Operations in order to dedicate her efforts to the fundraising efforts.

We will continue the municipal fundraising. The amount to ask for and the petitioning of the municipalities needs to be discussed and more efforts done earlier, prior to December.

Members of the SeVEDS board will discuss with Adam about who is willing to begin the cross board discussions.

Other Business / Announcements (as needed)

First Impressions Program (Ariel)

Monday, September 21st Lisa Chase is coming to run a training. They run trainings for people to assess towns they are not from. 1pm at Marlboro Gradschool is the first meeting of the group. Presentation from the group on Wednesday, September 23rd from 3-5pm where they will share what their first impressions of Brattleboro are.

Annual Meeting Committee Planning (Adam)

Other Business?

- 501c3 Status Update (Adam/Laura)

Adam introduced R. T. Brown, the Windham County Economic Development Program Project Manager

Ariel announced her eventual departure from her position at Marlboro and moving out of the area to take a job in Boston. She and her family will be leaving the area by January. Ariel has accepted the role of Founding Chief Program Officer for a new start up nonprofit - College for Social Innovation - and will start there January 15.

Meeting adjourned at 5:58pm

**Next Regular Board Meeting will be on Thursday, October 15th 2pm-4pm. BDCC Conference Room**

**BDCC/SeVEDS Annual Meeting is on Tuesday, October 20th 4pm-6pm. Entergy's Governor Hunt House, Vernon**