



MAD RIVER VALLEY PLANNING DISTRICT

Fayston • Waitsfield • Warren

Mad River Valley For Local Opportunities (FLO) Committee

Minutes

October 11, 2018, 2:30 pm EDT

Waitsfield Town Office

FLO Attendees:

Jared Cadwell; Bob Ackland; Peter MacLaren [absent]; Don Simonini; Jasmine Bigelow [absent]; and Daryl Forrest

Guests: Michael Levine

Bob introduced the idea that we continue place % on each FLO Funding bucket. The future commissioners would then be able to allocate funds to the various buckets as the grant request\approvals of grants dictate. This would allow the Commission to better reflect community objectives based on the approved grant requests received. We would modify the BY Laws to give the FLO commissioners the flexibility to to reallocate funds based on worthiness of grants from all bucket sectors. We discussed the need to put minimum amounts into Housing, Transportation, Destination Marketing and Recreation and realized we'd be better off leaving the % in place and creating flexibility.

The FLO committee then reviewed the Criteria, Metrics, and Goals for each bucket to insure they are clear, and the metrics can be measured. Questions like:

- How do you define a major event?
- Discussed events that drive room and meals revenue
- Discussed how the Chamber would lead and manage this event focus
- We discussed the capacity of the Chamber to manage an increased level of events
- The chamber would need more staff as the pursuit and development of additional Valley events ramps up
- We are looking at funds from the FLO program becoming available in early 2020.
- About job training we briefly discussed what help the State can be and acknowledged we best manage this economic development and training locally. Local control!
- We discussed how the Chamber may come up with new member benefits once they start receiving funding for destination marketing and economic development
- Don asked about next steps: re: Power Point. Michael said he will provide a document by PP page with text. From there a PP will be created. For now, Bob thought he and Jasmine could pull the PP together.
- Mike asked about the Commission and how they will work. We answered they would follow and interpret the criteria as set out in the basic FLO documentation. The Commission would evolve and flush out the details on an ongoing basis.

We discussed the metrics, and the measurement of our FLO success[es] and the tax impact calculations on local individuals. It was decided this type of information would be included in an appendix. Mike asked for more information of the Community Projects Bucket regarding how we measure successes.

Bob asked Michael “if we are close”? Michael said yes.

We again discussed leaving only % tied to buckets as targets to leave the future Commissioners more flexibility in awarding grants that reflect community needs at a particular point in time vs. restricting them to specific \$ amounts.

We discussed next steps:

- Joint Select Board Presentation: target for November 13, 2018 in the evening
- Joint Chamber and MRVPD Presentation: target for November 7, 2018 daytime not evening.
- Michael to create the basic slide layout per page
- Michael suggested we identify additional community members for us to continue to speak with to acquaint them with our plan so hopefully we will develop advocates preceding the March vote.

The meeting adjourned at 4:32pm

Submitted by Don Simonini