

## Meeting Record & Notes

---

### Meeting Information

Project	Creative Economy: Steering Committee
Facility	Windsor Welcome Station
Location	Windsor, VT
Date	02/30/16
Time	5:30-7:00

Bob Haight	Bob Flint	Michael Kane	Carol Lighthall	Chris Wood
Zon Eastes	Walter Martone			Monique Priestley
Julie Iffland	Peter Gregory			Stu Roesfeld
Ken Cadow	Frank Tegethoff			Kay Carriere
	Gayle Ottman			Anni Mackay
Paul Haskell	Caitlin Christiana			Bridget Taylor
Loralee Morrow	Bob Haynes			Chris Damiani

## **Peter Gregory**

-Thanked everybody for coming to the meeting tonight

## **Michael Kane:**

- Shackleton Thomas captures storyline of creative economy, high end product combined with high skill workforce

- Another good example is the Industrial Park in Windsor where you have SILO distillery, Harpoon, Farmstead cheese, Simon Pearce.

## **Bob Flint**

- In the last few years the rest of available spaces at park have become occupied: There is a cross pollination of business. Farmstead Ale is Farmstead Chees's bestselling cheese and the beer comes from Harpoon Brewery.

- Collective marketing: 125,000 visitors a year want to increase it 10% a year

-The partnerships happened organically, they weren't pressured into it.

## **Michael Kane**

-So far we have had focus groups in Randolph, Springfield, Chester, WRJ, Bradford, South Royalton, There has been many one on one interviews, over 100 people have responded to the survey

- Continuing to look at the data and looking at arts and innovation program at Dartmouth

- met with Daily UV blog site (dailyuv.com), they want to help writers and publishers go into the digital age.

- Met with Matt Bucy who owns the Tip Top Café building in WRJ: 95% creatives are renting space out of 99% occupancy

- Stu Rosenfeld and Stephen Michon have been looking at the data

## **Stu Rosenfeld**

- 3,375 in creative industries and 3,086 creative occupations

- Creative Economy is 10% of regions total employment and that is an undercounted, and it will be updated.

- Undercount of full impact because these people are affecting other portions of the economy

- To break up a business into the different segments is a judgment call: e.g., furniture maker is fine craft and a manufacturer.

- Creative Industries: Above the national average which is rare for rural areas

- Talked about survey results from slides

- Artisanal foods: VT and region stand out the most, density of CSA's or farmers market, microbreweries, trying to include the relevant components of the food and farm system
- He has looked at all the websites of all the farms to determine if they were doing something creative such as tours, events, such as Fable Farm.
- Looking at the restaurants where they are venues for arts and music

### **Bob Flint**

- Black River produce could be a possible creative artisanal food company

### **Stu Rosenfeld**

- Design and Fashion: How large can you get in the region?
- Soulmate socks started here but moved to North Carolina where a lot of hosiery are produced
- Literary Arts: Bookstores are doing many things, coffee, food, rug store, act as venues, more than just selling books
- A lot of the creative business are multi- disciplinary
- Culture and Heritage: Many historic homesteads and historic preservation opportunities
- Bohemian Index: <http://www.ers.usda.gov/data-products/creative-class-county-codes.aspx>
- Film and Media: One of the sectors that are tied to large metro areas it depends on connections to other areas
- Performing Art: Again mixing these with other venues

### **Michael Kane**

Any questions so far: There will be vignettes in each of the sections of the report to provide a portal for the reader of the report

### **Stu Rosenfeld**

- Missing Social Capital in Support System slide

### **Michael Kane**

- Places / Venues: Artisan Park great example of not just a place but also collaboration of different businesses coming together to create new products.
- Festivals: Steampunk or Poem town Randolph
- Education and training: What are the potentials for creative careers, looking at tech centers and community colleges? They don't feel they are getting the support they need, It's too difficult to show the future demand and are hard to attract the students

**Ken Cadow:** STEAM Teacher Randolph High School

- Some of the work students are doing is really trying to open doors from high school into community business, have them experience what they are learning and how it relates to what's going on.
- Career and tech centers have it easier
- Trying to develop entrepreneur class, more focus on how do you take a creative idea and make it a business more than just a spreadsheet and business school class.
- There is a need to encourage more support for the schools and programs that help kids with careers and entrepreneurial opportunities.

### **Bob Flint**

- a freshman and sophomore can be pushed away from tech centers but juniors and seniors are free to make decision, tech centers currently operate as their own school district

### **Stu Rosenfeld**

- Business services and resources: The area needs more meeting places that attract the younger crowd to share ideas

### **Michael Kane**

- Strengths: A lot of organizations doing creative work
- At the TRORC Board meeting, he asked: What do you think your economy is, what do you want it to be and where do you see it going in 12 years? An overwhelming amount of town representatives wanted to see farm, food, and creative thrive as it is sustainable and doesn't require as much raw material

-Challenges: Can the creative economy access the third pillar of the VT brand

- Preliminary areas for exploration
  1. Develop database for business-to-business relationships
  2. Plan Training/Information Sessions
    - Finding the right Business Model
    - Using Social Media for market expansion
    - Making the transition to scale
    - Maximizing technology for products/markets/distribution
  3. Create more business-focused networking opportunities
  4. Highlight Artisan Park as model for other regions in VT
  5. Develop Vermont Film Archives
  6. Connect with Dartmouth Arts & Innovation District
  7. Link the VT MEP, the Design Segment, and Makerspaces
  8. Research existing online platforms re: this Project
  9. Explore Artisan Park model in upper part of Region

### **Frank Tegethoff**

- Started to look at existing platforms
- look to the regional economic council

- How can we mesh with different groups,
- Wants to have an online digital website of what comes out of this project that can be a dialogue tool.
- Maybe DailyUV and CT River Byway as platform for the information

### **Carol Lighthall**

- We hear a lot of businesses are having hard time filling positions – due to some degree with the lack of skills and amenities in the area.
- Is there a way to measure creative economy impact on the larger economy segments?

### **Bob Flint**

- What kind of social infrastructure should we focus on in our area to attract the young people?
- There is a lack of investment capital. Maybe develop a cohort of people to act as venture capitalists

### **Bob Haynes**

- NH charitable foundation is active on VT side of the river, they have a social investment fund that they want to grow.

### **Bridget Taylor**

- At the focus group in S.Royaton State really developed the farm to table movement here and wants to see a push for more cultural push from the state.

### **Zon Eastes**

- We have introduced a bill similar to the Farm to Table movement, It may not be fully funded but at the very least have it established.

### **Anni Mackay**

- We need to focus on the presentation and storytelling of this project, with supporting data. King Arthur Flour has done some great work in this area.

### **Zon Eastes**

VT Community Foundation has recently said they want to focus on collective impact.

### **Bob Haynes**

NH community foundation is funding in towns along the river

### **Michael Kane**

- Product with presentation, Platform to do something with it all and look at areas for exploration.
- How do you move the dial to that format?

**Anni Mackay**

- In NYC over the weekend and picked up a map and it was red and it was a guide about the best pizza places in the tri state area.
- It could happen here with a similar graphic illustration and document for the arts community. Have maps not with the advertising in mind, but picking the places that have invested in the community
- The brochure in NY was not focused on advertising but on the story behind the pizza places its lifestyle

**Carol Lighthall**

- Organizational Capacity: Like to suggest that the downtowns and the chamber of commerce's that make the organizational capacity for micro business.

**Bob Haynes**

- Maker Space in Claremont is getting support of state and city and their goal is to make a social space and to have things there and have people share ideas

**Julie Iffland**

- That's the idea for the space in Randolph

**Michael Kane**

- Meeting in mid-June with a draft of the report probably a week before
- Look out for a doodle to help decide the best date for the mid-June meeting