3CVT Steering Committee Meeting
January 2, 2019
5:45-7:30 pm
TRORC Office, Woodstock


All-in Gathering
Purpose:
- celebrate accomplishments of previous mashups
- more social/networking, less presentations, but not just another mixer
- forum on what the 3 activated zones have been doing
- can get everyone on the same page with our 3CVT message?

Specifics:
- Hold in April (looking at April 11th, potentially April 4th)
- Location: TBD, Northern Stage or Engine Room depending on cost, ~250 people
- Invite:
  - the 3 activated CE zones, other zones as well
  - people from VT Tourism/Arts Council
  - who we will talk to before next meeting
    - Nick: Robert McBride (Southern zone), Zon
    - Kim: Jody Fried (NEK Zone), Amy (VAC)
    - Anni: Paul Costello, Michael Kane
    - Bob: Ben Doyle, Dan Smith, Ted Brady
    - Bud: Eric Bunge re: northern stage venue

Costs:
- potluck and venue
- other option: get Engine Room catered/use available $1,000 from SRDC/SWCRPC

Potential Activities:
- people don’t like a lot of presentation talking (maybe a short panel)

Other Thoughts:
- maybe make ½ sheets of marketing/tourism resources for mashup participants
- plan a phone conversation 10 days from now to see where we are at
Marketing:

- now that we’ve done asset gathering, can we create marketing strategy with 40 town region?
- there are conversations to get collaboration between VT arts council and VT tourism
  - provide language to Vt tourism so they represent it the way we want
  - could create 6 zones instead of North/Central/South on tourism site
  - could we get them to come to the mashup and show them?
- we might not want to make our own site because there is already a state tourism website
- People (creatives) need help figuring out how to market their business
  - is VAC helping already? What is their role in this?
  - Where do we go from here? What does the future realistically look like?
  - Vermont community foundation- have we explored funding there?

The Next “Big” Meeting of Stakeholders:

Another event after the All-in Gathering with state entities/reps invited. Goal is to address the gaps in connecting the various entities.

- Write 5 questions and give them to stakeholders and legislators and get them to make a pitch
- another approach, show them data, and say “this is what we think you can do for us”
- To VT arts council: why can you not work with the VT tourism? Do you see this opportunity?
- Consider a central location like VTC

Homework

- Anni, Bob, Nick, and Kim work together to form a message about the all-in gathering, use to reach out people as listed above
- Kim sending minutes & doodle for next meeting in which we will finish planning our April all-in gathering.