

3CVT Steering Committee Meeting

January 2, 2019

5:45-7:30 pm

TRORC Office, Woodstock

Present: Bob Haynes, Peter Gregory, Kim Gilbert, Chris Wood, Paige Greenfield, Nick Kekic, Anni MacKay, Bud Venturini

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.