

3CVT/NEK Zone to Zone meeting
March 25, 2019, 10:15 am
Kellogg-Hubbard Library, Montpelier

3CVT: Paige Greenfield, Kimberly Gilbert, Anni Mackay, Peter Gregory, Bob Haynes
NEK: Jody Fried, Katherine Sims, Dave Snedeker
VAC: Amy Cunningham

2 zones have done impact studies: find common ground, and planning next steps for goals

- needs to be grassroots

3CVT: creative network zone with (2 RPC: TRORC and SWCRPC, Springfield DC and GMEDC)

- same as economic development district

Zones both have

- NH populations contributing
- Hubs spread geographically across zones

Fluctuation in creative economy because they are underpaid

- Need a shift from seeing arts as philanthropic to an economic engine
- What can we set up to evaluate hubs, see how they are doing, help them grow more stable?

NEK:

- Katherine: collaborative is convener of NEK to identify priorities, bring resources together
- Economic development in creative, recreation, food sectors
- Moving plans from creative economy study forward in 2019
- REAP zone: high need by USDA
- Visitors also can be future workforce: how to get people coming into stay
- Build capacity at the individual business website so they can market their products
 - consultant helps show people/make upgrades to their digital profile
- Northern Forest Center (Concord, NH) looks at economic+ issues related to northern forest
 - rural communities not being able to communicate
 - ACCD used to give \$ to market region (early 2000s)
 - NCIC + Joe Schwart
- New NEK campaign/identity coming for proof of concept
 - how does it sustain itself after funding goes away, campaign finishes? Merchandise?
 - -also NBRC \$ recruitment and retention marketing
- At the end, there will be a statewide strategic plan for the creative economy
 - -USDA opportunity grant for 30,000
 - -anticipate launching in June

VT state curators' group (3 yrs)

- multi-institutional project
- 2020 vision for the future
- reflection of Vermont outward
- huge body of work can act as assets with marketing approach (images)

VT Vacation and Think VT

- Too generic a presentation of VT's creative economy
- Must craft an internal message about CE before putting together tourism piece
 - Advocacy, target audience, concise messaging
 - CE talking points, common understanding, then give these pieces to their websites

Messaging going forward:

- use this opportunity to show people that this work matters, and is worth investing
- after that, then you can get maps together/branding
- position ourselves to be ready to act for when the report drops in 12 months
- involve the tourism department- get a staff member to join our team (Nate Formalari)

For every \$1 invested into conservation you get \$9 of economic development

- What is the CE equivalent?

Results based accountability: farm to plate movement?

- Used Hilary at Marlboro college last time as trainer
 - get all the info from our zones up front: metrics and measurement
 - (program indicators rather than population level indicators: small specific ones)
 - they do all their prep work before the meeting
- bring in facilitator/marketing planning expertise
 - have clarity on change we want to make, then going to RBA about clarity on how we know if we've done it
 - go to marketing/branding first before RBA (go to Jay Peak people from NEK)
 - ask Michael Kane what he thinks, Ben Doyle might give extension for USDA