

Meeting Minutes

CEDAC & Economic Development Task Force Meeting

May 24, 2016

Location: Varnum Library

Members Present: Fonda Ripley, Laurie Cartwright, Adam Howard, Deb Nevil, Mark Delaney, Ron Elliot, Bruce Macmillan, Jeff Coslett

Non Members: Justin Marsh

Not present: Tom Wycoff

Submitted by: Adam Howard, May 25, 2016

- Business
 - March Meeting Minutes (adopted as printed 9-0)
 - CEDAC Members: Discussion about narrowing the focus of the work to members and inviting interested parties for specific tasks. Agreement on advising selectboard to consider appointing Justin Marsh to CEDAC
 - Nomination: Adam Nominated Fonda for chair. Deb second, passed (8-0)
 - Nomination: Fonda Nominated Adam for Secretary, Deb second, passed (8-0)
 - Operations/decision-making: Discussion on warning to adhere to state law.
 - CEDAC Funding per Town Budget: Discussion around history of the \$5k for marketing rail trail. Consensus on moving forward with it.

- Rail Trail
 - Re-cap overview provided by Fonda on Zeke's presentation. Adam ads that the route to Sheldon Junction will be installed in 2018.
 - Fonda says SNACC will focus its marketing efforts mostly on signage. Discussion around other entities and their marketing goals. Agreement that most efforts will be universal and that there are no know groups focusing marketing on specific towns or sections of the trail.
 - Discussion on how to market Cambridge's part of the trail
Deb will research her card idea. Adam will research a focal event for September. Lori brings up the Jeff/Cambridge marketing confusion.

- New Economic Development
 - Fonda bring up Cambridge Village and its need for infrastructure improvements to spur economic growth. Discussion.
 - Next Steps: Discussion on focusing efforts on short term (rail trail marketing), medium term (Cambridge Village infrastructure improvements) and Long Term (3-5-10 year economic plan for each municipality). Fonda will seek input from selectboard.

-
- Action Items:
 - Deb: Card redemption idea research and fleshing out.
 - Fonda: Comms with selectboard as stated above, will look into completion dates for trailheads, Cambridge Village infrastructure and research how other municipalities have addressed this challenge
 - Adam: Research on September event
 - Mark: Research with Smuggs IT and marketing RE Rail Trailhead web presence.
 - Laurie and Ron: Prepare material on experience in other area downtown revitalization efforts experience.
 - Bruce: Will bring snacks and beverages to next meeting.