

MASTER PLAN IMPLEMENTATION COMMITTEE

May 14, 2018
Minutes

Present: Rick Paterno, Barre Pinske, David Pisha, Carla Westine, Bob Flint, Julie Hance, Claudio Veliz; Kelly Arrison; Lillian Willis; Steve Davis, Chris

The meeting was called to order at 10:00 a.m.

1. Review Minutes:

A motion was made by Carla Westine to approve the minutes. Seconded by Barre Pinske. The motion passed.

2. Begin discussion on marketing plan:

The committee discussed the SWOT. Barre Pinske mentioned that Route 103 should be added as a strength and opportunity. Bob Flint noted that this would be a measurable objective. It was suggested the lack of a clinic should be added as a weakness. There is also a collection of artists in the area, but they are not a unified group. David Pisha suggested that some form of brochure identifying the artists would be good.

The group discussed the old Jiffy Mart site and the need for additional parking in town. David Pisha said that he would contact Champlain Oil to discuss price. A suggestion was made that the town could pay cash for part of it and the remaining balance could be gifted to the community by Champlain Oil. This location could be a potential multi-modal site for cars and bikes with green space.

Claudio Veliz stated that his office is looking into installing a web cam at the front of the Henry Office Building. Rick Paterno mentioned that he would like to do a fly over of The Green which could be used in the marketing for Chester.

The committee discuss quality of life in Chester. Carla Westine discussed the feature of safety and that Chester is a safe place for kids to ride their bikes. This would be a value proposition that should be promoted.

The committee transitioned to discussion relative to the younger generation and the lack of things to do for entertainment. Kelly Arrison suggested that there is stuff to do in the area, but that you may have to go out of town to locate it, possibly a 30-minute drive. However, it takes this long to find entertainment in the city as well. Carla Westine noted that a 30 minute drive in Chester is much more appealing. This could be a video promotion option for marketing.

The committee discussed target ideas for people in their 20s. Suggestions of marathons, ski areas, bike races, bike trails, etc. were mentioned. It was discussed that the Alumni Association could be a contact for this.

Target audiences were identified as second homeowners, tourists, young families and ex pats.

A suggestion was also made to have 2 to 3 large events in each year, similar to the Fall Festival.

Chris from TPW Real Estate stated that he likes the marketing plan ideas that are developing for Chester. He offered his services wherever they might be needed.

Lillian Willis suggested that there be continuity of crafters. She stated that there will be a plant sale on June 1 and 2. This could be something much larger in the future.

The committee agreed that the next meeting will be focused on finalizing the SWOT and identifying value propositions. Once these are done, the town can begin its work on further developing a marketing plan for the town.

3. Other Business:

Carla Westine and Julie Hance stated that they will set up a booth on Alumni Day for the purpose of letting alumni know about the things happening in Chester. Also, identifying the Academy Building as an upcoming project.

4. Adjourn

The next meeting will be held on June 12, 2018.

A motion was made by Rick Paterno. Seconded by Barre Pinske. The motion passed.. The meeting adjourned at 11:55 p.m.