

MASTER PLAN IMPLEMENTATION COMMITTEE

June 12, 2018
Minutes

Present: Barre Pinske, David Pisha, Carla Westine, Bob Flint, Julie Hance, Kelly Arrison; Lee Whiting;

Visitors: Michael Alon; Chris Cummings

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

1. Review Minutes:

A motion was made by Barre Pinske to approve the minutes. Seconded by Lee Whiting. The motion passed.

2. Continued Work on Marketing Plan:

The committee continued their review of the SWOT. The following items were discussed, reviewed and added to the SWOT:

Strengths:

- Authenticity and Genuiness
- Route 103 and Route 11
- Change “vitality” to citizen involvement
- Expanding recreational opportunities
- Access to markets and key places – affordable Woodstock

Opportunities:

- Improved Wifi on The Green
- Wifi hotspots in the Depot
- Pocket park development
- More art – potential sculpture garden
- Older population
- Focused Marketing Plan
- Welcome Businesses
- Railroad
- Community mixers
- Snowmobiling
- Biking
- Fine American craft show
- Bridal trail rides
- Races
- Farmers Market

Weaknesses:

- Ineffective messaging
- Bad advertising on internet
- Sporting events
- Cultural disconnect can replace “cultural dynamic”
- No public transportation
- No farmers market
- More restaurants

Threats:

- 17% of population on public assistance
- No clinic
- No business connections to each other

3. Other Business:

There was no other business discussed.

4. Adjourn

A motion was made by Barry Pinske to adjourn. Seconded by David Pisha. The motion passed. The meeting adjourned at 11:55 p.m.