

# MASTER PLAN IMPLEMENTATION COMMITTEE

April 10, 2018  
Minutes

Present: Rick Paterno, Barre Pinske, David Pisha, Carla Westine, Bob Flint, Julie Hance, Lee Whiting

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 Lee Whiting. The motion passed.

## 2. Review Chester Development Fund Policy:

Julie reviewed the changes that were made from the last version. Rick Paterno questioned the Nonqualified business uses, specifically real estate. He expressed his opinion that an individual could purchase a property to convert into apartments which would help to increase the grand list. He feels that this should be eligible for funding.

Rick Paterno stated that he would like to allow the town to be the primary lender in some situations. Bob Flint and David Pisha disagreed and feel that the town does not have the resources available to take first position in lending.

The committee discussed the process of the application, whether a committee should review or leave the review to SRDC and the Town Manager. The committee review would allow more suggestions and creativity with the development proposed. However, this would require the applicant to expose their financials, etc to a larger group of individuals. A statement was made that both Bob Flint and David Pisha are very qualified to review these applications and make recommendations for approvals as needed.

Bob Flint offered that there are other options available to the town that could entice use of the funds. These might include no payments for the first year or interest only payments for the first year.

The committee discussed the Village Center Beautification section of the policy. It was agreed to increase the lending percentage to 2% instead of 1 ½%. Discussion also ensued regarding potential donations that could be left to the town. The donations could be left for specific purposes. The committee agreed that this should be marketed. David Pisha will add some language to the policy. It was also suggested that the Village Center Beautification money be separated within the account so that it is isolated for use in the Village Center only. Once the policy has been adopted by the Selectboard, Julie will contact the Chester Telegraph to do an article.

### 3. Next Steps:

It was agreed that the next step should be the development of a marketing plan for Chester. This will be the primary conversation at the next meeting. Julie and David will work with Bob Flint to come up with some ideas to present at the next meeting.

Rick Paterno suggested the creation of euro stickers for Chester. Several design options were discussed. This should be part of a large branding/logo concept.

There is a need to find an individual to coordinate businesses and events for the community. The town could serve this function.

The committee discussed that a booth at the Fall Festival would be a good time to roll out a marketing plan and branding/logo concept.

### 4. Adjourn

The next meeting will be held on May 8, 2018.

The meeting adjourned at 11:50 p.m. A motion was made by David Pisha and seconded by Lee Whiting.