

MASTER PLAN STEERING COMMITTEE

December 13, 2016

Minutes

PRESENT: David Pisha, Carla Westine, Julie Hance, Kelly Arrison, Hugh Henry, Barre Pinske, Scott Wunderle, Jason Rasmussen, Bob Flint, Claudio Veliz

VISITORS: Mark Kane (via telephone), Shawn Cunningham, Amy Mosher; Brett Rugg

The meeting began at 10:05 a.m.

A motion was made by Jason Rasmussen to approve the minutes of the November 9, 2016 Steering Committee meeting. Seconded by Claudio Veliz. The minutes were amended as follows:

Carla Westine noted that the second to last paragraph should be amended to say, "...adopt the policy of..."

Hugh Henry noted that the last paragraph on page 1 should be amended to reflect that the committee discussed what happens at the end of the process, not the desire at the end of the process.

A motion was made by Jason Rasmussen to accept the amendments to the minutes. Seconded by Claudio Veliz. The motion passed.

Mark Kane reviewed the Market and Sector Analysis report with the committee. There are copies of these reports attached to the minutes.

Mark Kane noted and there was discussion relative to determining what can Chester create and expand to become. A "build on your assets" approach to development.

The committee discussed the definition of tourism. Mark Kane stated that it is difficult to define for Chester. He clarified by explaining that there are target areas. There are currently 300,000 people visiting family and friends in Ludlow. Events or activities could draw these people to Chester. Mark Kane stated that there is also the second home market. There are currently 1.7 million second home owners in Vermont. These people tend to spend more money. Mark Kane further explained the destination market which is hard to target as these are people who have pre-booked their trip and are heading to a specific destination.

The committee discussed unique features of Chester that should be looked at further. These included the asset of the Williams River being located within the town and village areas, the rail excursions, the Brookside Trail, the historic features that exist within the village, the internet access available, sidewalk system which should continue to be upgraded. It was also noted that a music venue would be a good addition to the village.

Scott Wunderle commented that there is a draw for the purchase of rock material which is only available in Chester. Barre Pinske also noted that low grade pine is also cheap in this area.

Carla Westine stated that there is no clear communication about what is taking place within the town. There is no central “clear house” of information. Julie Hance commented that the town has a new website and that no local events are ever brought to them to advertise.

Hugh Henry requested that Mark Kane provide a bibliography of sites used to create the reports that were generated to date.

It was agreed that the next meeting will be held on January 17, 2017 at 10:00 at the Fullerton Inn.

A motion was made by Claudio Veliz to adjourn. Seconded by Carla Westine. The meeting adjourned at 12:00 p.m.

Julie Hance
Secretary