



Economic Development Committee

Town of Hinesburg

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Meeting Minutes – September 11, 2023 at 5:30

Town Hall – 1st floor Conference Room

Present: Melissa Levy, Will Patten, Amanda Vincent, Travis Counter, Steve Gladstone

1. Call to order 5:30 PM

2. Additions/Deletions to agenda
None.

3. Follow-up and next steps from business forum.
The organizing committee met for coffee before summer and also September 5. They were going to benchmark other organizations.

EDC is the link to the town.

There was a motion to meet with HBPA to discuss the possibility of providing a grant. We will invite them to our next meeting.

Next step: Amanda will do this.

What is the HBPA big picture in terms of strategies? What do they need? Stra

Next step: Melissa will provide contact info from the forum to Amanda to share with HBPA.

4. Discuss how to prioritize the Commons. - placemaking
We discussed the Commons as an economic vitality strategy. The Town can invest in the EDC to invest strategically for economic development.
Next step: Will will talk to Alex/Todd about this strategy and how the EDC can support it.

5. Discuss recreation economy
We discussed how to promote the Town as a place to enjoy recreation. This could include an app or website promoting an interactive map with itineraries. Gravel riding is a trend we might want to follow. This strategy might involve collaboration with HART, HBPA, Recreation, etc.
Next step: Melissa will talk to Jen McCuin.

EDC Strategic Planning. We haven't updated our plan in quite a while. At our next meeting, we may work through a SWOT analysis. Our ultimate goal is to add vitality to the Town. This may be a precursor to revisiting our strategic plan.

6. Discuss RLF marketing next steps

7. Other business/Community input

We also discussed how it would be nice to have staff support.

8. Adjourn

6:40 PM