



# TOWN OF RANDOLPH, VERMONT

## Economic Development Council

CoVID-19 Recovery Community Outreach / Creating Public Spaces  
Via Teleconference  
Minutes of June 19, 2020

**Members Present:** Mary Richter

**In Attendance:** Joshua Jerome, Perry Armstrong, Valerie Schoolcraft, Gary Dir, John Lutz

**Not in Attendance:** Damian DiNicola, Julie Iffland, Bethany Lambert

Purpose of Meeting: To work in a coordinated effort with REDC, R3 Chairs, RACDC to communicate to the Randolph Region communities that businesses are open, practicing social distancing and have put safe protocols in place.

Creating Public Spaces (Joshua, Perry, Gary)

Perry reported he and Josh walked around town for outdoor space opportunities to include tents and parklets.

A tent / green space is being set up at Huggable Mug. Additional areas being considered are businesses on Merchants Row, East Garden, Chef's Market, Saap, Village Pizza and Al's Pizza and Deli.

Communication (Mary, Valerie, Julie, Bethany, Damian, Gary, John)

- Business Directory Update

No update from RACDC/RAMAN. The group decided to utilize the Randolph business Excel spreadsheet updated by Perry's staff in March 2020.

Next steps are to focus on: Randolph, Braintree and Brookfield restaurants, retail, events, and recreation and validate information prior to publishing. Mary and Valerie will work on this list.

- Brochure/pamphlet/magazine (PDF format)

Valerie provided a sample mockup (V1) for review and feedback.

The group approved the layout and provided many suggestions for content.

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- Slogan / Logo

“Randolph in Motion” to include the Braintree and Brookfield communities.

- John will provide Valerie with approximately 2,000 “family resemblance” icons that can be used in place of text and in .png format and not .jpeg.
- Color Printing

Size	# of Pages	# of copies	Cost	Time
8.5 x 11	6 folded sheets / 1 sheet	5,000	? (may be too small)	3 - 7 days
8.5 x 11	12	5,000	\$1,418 (\$.29/pc)	3 - 7 days
8.5 x 11	16	5,000	\$1,956. (\$.40/pc)	3 - 7 days

John Lutz provided pricing and his association with two printing vendors providing competitive prices.

John also reached out to Brandy at the Herald for a quote on a color insert similar to Ace and Max’s Market.

Distribution:

Hard copy through the Herald, provide at local businesses

Electronic utilizing Front Porch Forum, Facebook sites, etc.

Valerie will start developing a Summer draft brochure with a focus on CoVID-19 recovery for review at the next REDC meeting on Jul 2nd. Mary will extend REDC invite to Gary Dir and John Lutz.

Gary Dir suggested a business buddy, Jessica, Valerie will reach out to her regarding this initiative.

Additional discussions included a seasonal release and separate initiatives i.e. R3 Newsletters, Craft Center, Climate Change, Arts & Culture Council, etc. and how all this can be wrapped up under one umbrella to avoid duplication of work and communication. This topic will be discussed later and determine next steps if this initiative is a success or not. For now, this initiative will be done for the Summer and Fall 2020.

Marketing and Tourism

Dependent on Economic Recovery Package & Phase 2 – no additional discussions.

Funding

Gary Dir advised there may be funding from a local business(es) for this initiative. Gary will take the lead on this.

- Economic Recovery Package & Phase 2

Perry / Josh updated the group that the Legislature cut funding from the Downtown Program Better Places (CARES Act) funding from \$1.5 million to \$1 million and eliminated the village funding completely.

It appears the Legislature wants to hold back funding for potential “budget gaps” which is not the purpose or intent of the relief package. Perry will leave it to the Lobbyist to work out with the Commerce and Appropriation Committees in Montpelier.

Gary asked if there have been conversations with Jon Copans from VCRD – Better Places / Better Spaces or Ted Brady. There have been no additional conversations. Gary took the lead to reach out to Jon and Ted.

- ACCD Buy Local Stimulus Package (RACDC/Julie)

No Update.

Next Meeting: REDC Monthly meeting July 2nd, 5 pm – 6 pm

Adjourned: 4:22 PM