

## Danville Village to Village Project

### Kick off Meeting Summary – 6/20/18

#### Economic Development Component Discussion

It was suggested that D&K change the scope of the economic development component of the project to provide more useful information to the Town. This included things like:

- Conducting intercept surveys to determine who visitors and/or trail users are, where they are coming from, etc. This might help develop a visitor spending profile. *Richard Amore to provide examples.*
- Increase the number of interviews and reduce the level of statistical analysis to provide a more relevant picture of the local economy.
- Identify how many of Danville's business users are also trail users.

The D&K team will revise the economic development component's scope, but will require volunteer assistance to conduct the intercept surveys in order to stay within budget limitations.

Other thoughts or questions that came out of the economic development discussion included:

- Get a list of vacant or underutilized properties – *D&K asked the community to assist with this information.*
- There is an opportunity for a community bike shop – *Richard Amore to provide examples from other communities.*
- NVDA may be able to provide trail counts
- Consider the type of trail user including snowmobiles, horseback, etc.
- There is sewer and water capacity for new development
- What is the seasonal economic impact on West Danville?
- Can arts be included in the economic discussion?
- Look for connections between trails and class 4 roads.

#### Youth Involvement

Some brainstorming about possible ways to involve youth were discussed, including:

- Lauren Traister – 4-H Teen Leadership Program Coordinator, UVM Extension, might be interested in being involved with this project. *Note: Chris has since confirmed that there is interest!*

<https://www.uvm.edu/extension/youth/teen-leadership-programs>

## Other Topics Discussed

- Any discussions of road crossings modifications should involve the local VTrans district and Jon Kaplan.
- Local regulations will be reviewed and any impediments to making Danville “bike friendly,” or generally limit desirable business activity (such as Red Barn Brewery) will be identified. Other issues should also be considered such as how to handle AirBnB.
- Caledonia Trails Collaborative might be a possible event partner.
- The Pope Library should be a stakeholder. They may have wayfinding needs related to green banks hollow.

## Public Engagement Strategy

The draft public engagement strategy was reviewed.

- **Fair Event** - It was agreed that the first significant public event should take place in August at the Fair (8/11-8/12). This should include an information booth which can be used to inform residents about the project and collect input. Additionally, the Fair would be a good time for intercept surveys. Volunteers will do a project float for the parade.
- **Train Station/Open House** – The Open House planned for September will move to October and be paired up with a volunteer run event around envisioning the train station. Vermont Integrated Architecture will be involved as part of their site visit. The October train station event will focus on the design, but it was suggested that the community could apply for funding through the Municipal Planning Grant program to fund a consultant to organize and run a pop-up style event that would dig deeper into what the best use of the station could be. The deadline for the grant application will be the end of September/beginning of October (10/1 most likely). If awarded, it is likely that the project could begin in mid-winter.

Other public engagement discussion included:

- Use AARP for communication

## Marketing Brainstorm

The group brainstormed to come up with a good project slogan. We eventually settled on “Village to Village.” This will be used as the basis for the website’s URL and other marketing materials.

## Next Steps:

- D&K will revise the scope to reflect changes to the Economic Analysis.
- D&K will revise the public engagement plan to reflect revisions discussed.

- D&K will need a list of people that need to be contacted for the Economic Analysis. This should include local business owners, realtors, local officials, regional economic development specialists who know Danville and anyone the town feels has useful local economic understanding.
- D&K will reach out to its webmaster and begin the process of setting up a project web site. Once completed, marketing can begin.
- D&K, with assistance from the Steering Committee can craft an official project kick off announcement to be distributed via the web, social media and print media. This announcement will include information about the project's plans at the Fair.
- Chris and Kate will connect re: Youth Involvement and UVM 4-H program.
- Kate will work with Chris to organize the first meeting of the full Steering Committee in July.