

Danville Village to Village Project

Steering Committee Meeting

07/30/18 – 6:00PM Danville Green

Draft Meeting Notes

Present: Kate Whitehead, Sara Stinson, Michael Hogue, Chris Sargent (D&K), Richard Amore (ACCD)

Project Update

Web Site – The Village to Village project’s web site is now live at www.v2v-danvillevt.org. Chris provided a brief overview of some of the recent tweaks made and asked for input on the Resources Page (which was just added). Chris will add local chamber of commerce to the resources page. He will also figure out the best way to credit Abby Bartell for the logo design. There may be a need for a “Thank You” page (which could include the credit to Abby).

Flyer – The draft flyer was reviewed and edits suggested. Chris will revise and get a new draft out for review. 100 copies will be printed for the Fair and other use.

Press Release – Chris sent out the press release to the Caledonia Record and 7Days Magazine. Richard suggested it also be sent to the Hardwick Gazette. Kate has sent the press release out on Front Porch Forum. Chris suggested she send it out on FPF again in another week.

Other Marketing - Steering committee will begin cross posting news about the project via their own social media and look into other groups/businesses to do it as well.

Intercept Survey Discussion

Review Draft Survey - Chris presented the draft intercept survey. A number of changes were suggested that removed unnecessary questions and added more appropriate, targeted questions that would be relevant to the project. Chris will revise and send out the Steering Committee for review on 7/31.

Discuss survey methodology and timing – Chris briefly reviewed the survey guidance methodology sheet. Some edits were proposed. Discussion identified the key locations for the survey (West Danville, Danville Village, Marty’s) and the approximate number of “survey days” that would be conducted (8-12). Surveys should take place on weekends and weekdays for approximately two hours per survey. Chris will revise the

guidance document and distribute to the committee on 7/31. It was also noted that some attempt to collect data during the winter should be made. Marty's would be an ideal location to conduct the survey as many Snowmobilers use Marty's as a fueling station.

Online version – There will be an online version of the Intercept Survey. It will go online by August 24th and will remain online until the Intercept Survey process is complete. We will ask VAST to distribute the survey to their membership to help get additional input on winter use.

The Fair

Logistics for Booth – Chris provided a 10X10 tent for the booth and will bring tables, tablecloth, large posters of brochure, maps (for the map exercise) and copies of the flyer (100-150) and intercept survey. He and Julia Ursaki from the D&K planning group will staff the booth, with someone from the Committee to answer questions, talk about the project, collect intercept surveys and run the map exercise.

Logistics for Intercept Survey – Kate will conduct the intercept survey in the mid afternoon at the Fair/Train Station for roughly two hours.

Logistics for Parade Float – Michael provided an overview of his plan for the Parade Float. There is the potential for a large "flotilla" if enough people turn up to participate, but there will be a solid float presence regardless of the number of participants.

After the Fair

Next meeting date – The next meeting of the Steering Committee will take place in late August. Chris will circulate a doodle poll to determine the best date. This may be an online meeting. The purpose of the meeting will be to debrief from the Fair and to firm up the

Next engagement step – Chris will produce a wrap up news article/blog post for the web site, which will include photos from fair and thank you to the folks that helped us on the web site.

Date and location for Train Station event (October) – The Train Station itself was identified as a good location for the "re-envision the train station" event. Michael will reach out to the person who coordinates the Recycling on Saturdays and determine how the event could be accommodated on recycling day in early October. Exact date will be determined at the late August meeting. Chris will reach out to Vermont Integrated Architecture to determine if there are optimal dates for them to attend this event.

Other business

High School Participation - Kate has been in contact with the Senior Projects organizer at the High School. They are interested in participating in the project. She will forward Chris the information.

Mailing List - It was suggested that signs be put up in town that point people toward where to register for the project's mailing list. Chris will make signs in 8.5X11 for distribution by the Steering Committee.

The direct link to the mailing list registration is:

<https://www.v2v-danvillevt.org/stay-up-to-date-join-our-mailing-list/>