



www.shaftsburyvt.gov

Town of Shaftsbury

Municipal Offices at Cole Hall

Meeting Minutes

PO Box 409
61 Buck Hill Road
Shaftsbury, VT
05262-0409
(802) 442-4038

Economic Development Committee

Date of Meeting: March 11, 2025 in person at Cole Hall and remotely via Zoom Members

Members Present: Rick Bennett (chair), John Verocchi, and via Zoom, Andrea Bacchi.

1. Call to order

The meeting came to order at 4:30 p.m.

2. Minutes

There were no comments on the minutes of the February meeting.

3. Conflict of interest

No one reported a conflict of interest with anything on the agenda.

4. Thrive project

Ms. Bacchi said she expects to have the first/final directory of businesses published next week and ready for posting onto the town website. She will deal with Jen Holley for that task. There was discussion about where on the website to post the data. Either Economic Development or the information drop down. Ms. Bacchi will work with Jen on that as well. Ms. Bacchi is also reaching out to businesses that have not yet responded to be on the list. She also hopes that posting the list will generate interest and awareness for others to add their business. Ms. Bacchi will review the BCRC village district business information from their project and look to add information from that effort to the Thrive directory.

Ms. Bacchi would like to post the release of the directory on Front Porch Forum, but she has had difficulty with them agreeing as it may be a business conflict. Ms. Bacchi will send Rick the FPF contact. The town Facebook page will also be a good source to promote the new directory

5. Increasing Shaftsbury's Digital Presence

Mr. Verocchi presented ideas to expand the digital presence of the town. Essentially using social media to highlight the general lifestyle within the town. Seasonal photos, interviews, profiles of locals. Places of interest

Ms. Bacchi brought up an idea to have banners from the light poles in the village to make more of an awareness for those passing through

Mr. Bennett mentioned ideas for signage for the new town hall and for involving the garden club in creating new plantings around the new property.

7. Other business

There was none.

8. Action Items

Ms. Bacchi will work with Jen Holley to post the business directory. Mr. Verocchi will expand his ideas for creating a digital space highlighting Shaftsbury locals, photos, etc. He will reach out to local schools for possible involvement for content or development perhaps relating to an internship. Mr. Bennett will see about getting the Halloween collection fund to support village area households posted online.

9. Next meeting

The April meeting will not take place as Mr. Bennett will be away. All agreed to pause until the next scheduled meeting on Tuesday, May 13 2025 @ 4:30 PM

Mr. Verocchi moved to adjourn at about 5:30 p.m. Ms. Bacchi seconded the motion, which passed 3-0-0.