

VOREC Team/MRV Recreation Hub Meeting

4/12/22, 12:30 p.m., Zoom

Present:

Laura Arnesen & Liza Walker (MRVRD)

Eric Friedman (MRV Chamber of Commerce)

Amy Tomasso (MRVPD)

Ross Saxton (Mad River Path)

Corrie Miller (Friends of the Mad River)

Bob Kogut, Ryan Diehl (Mad River Riders)

Annie Decker-Dell'Isola (Town of Waitsfield)

1. Partner Updates

- a. Mad River Riders
 - i. Remaining state-level permits needed:
 1. Firefighters
 2. Asbestos control
 3. Agency of Transportation
 - a. Can Ross or Josh take the lead on this permit?
 4. Building energy standards
 - ii. Rest of permits are local
 - iii. Have to get new quotes from engineers
- b. Chamber of Commerce
 - i. Meeting with the parking sub-committee on Friday
 - ii. Chamber has been the default organization for public questions – landowner on corner of 17/100 reached out re: crosswalk
 - iii. Who will reach out to abutting/nearby property owners?
 1. Town has digital tax map available to select property, names, mailing addresses. Laura & Liza will compile a list.
 - iv. Eric followed up with Kelly Ault from Vermont Outdoor Business Association about a magazine feature on MRV
- c. Mad River Path
 - i. Working on details
 - ii. Concern about publicly sharing site maps: Julian Bell Parker (property owner @ Fiddlers Green) requested that trails do not cross their property as they currently appear on project maps
 - iii. Funding: will hear back about \$20,000 in grant funding in next few weeks. Hoping board will approve \$5,000 - vote was tied last time. Will be asking town for financial contribution.
- d. Friends of the Mad River
 - i. No updates on community recreation visioning or marketing

- ii. Parking lot - questions about footprint and materials cost to determine remaining budget for stormwater management. Concerns over VTrans run-off from Rt 17.
- iii. Would like to get a professional engineer to weigh in to parking lot design to ensure appropriate material and construction, in addition to stormwater mitigation
- e. MRVRD:
 - i. Meg Hilly/Hilly Trust land (off Dana Hill Rd) - questions regarding permits in place.
 - 1. Laura will send an informational one-pager and direct any public questions to minutes on MRVRD website, as well as inform about upcoming public meeting on May 11.
 - ii. Reimbursement - will go through one entity (MRVRD). Still waiting on specifics from VOREC.
- f. Town of Waitsfield:
 - i. Local permits: JB Weir suggested having a preliminary meeting or two to discuss the local permitting master plan - sooner the better.
 - 1. Partners: Bob for the bridge, Ross for Path crossings, Josh for parking lot, Corrie for erosion control, Eric for signs

2. Fundraising:

- a. Current questions surrounding fundraising:
 - i. How much do we actually need to raise?
 - ii. Who will be obtaining the donations? One of the non-profits needs to be the recipient. What platform will be used?
 - iii. Should donors have the option of donating to individual parts of the project, or should there be one big pool?
 - 1. Pro: It's harder to sell aspects like community rec visioning to the public, compared to a new rec bridge, for example. This is a team effort - the project only makes sense as a whole.
 - 2. Con: It's hard to distribute one big pool of money, especially when some partners are incurring big costs up-front
 - iv. What happens if there is extra money leftover from fundraising?
 - v. Can the town take on some of the contracts to solve cash flow problem?
 - 1. Question for the Selectboard. Probably not likely due to existing town projects
- b. Fundraising suggestions:
 - i. Get a solid understanding of expected versus actual budgets, grants & timelines
 - 1. Bob will make updated budget folder in Google Drive
 - 2. Can we get 60-90 day terms from vendors?
 - ii. VLCT contact suggested a line of credit
 - 1. Laura will reach out to Northfield Savings Bank re: bridge loan for the bridge

- iii. Capital campaign model: meet with big donors during feasibility phase (philanthropists, family foundations & businesses), then go public
- iv. Public campaign
 - 1. Needs to be transparent
 - 2. Anchor gifts?
 - 3. ~\$100,000 in-kind time & existing grant funding = ~\$X00,000
- c. Conclusions:
 - i. Most effective to have one collective Rec Hub campaign
 - ii. MRVRD is recipient of State grant funds and already processing reimbursements, so could have additional donated money flow through RD
 - iii. MRVRD is also a municipal union, allowed to accept tax-deductible donations so long as letters are provided to donors
 - iv. Discussion of hiring a professional accountant to set up donations system
 - v. Partners will fill out updated budget & grants (as well as permit) page on Google Drive

3. Community Conversation & Trails Collaborative Meeting

- a. Decision to split the meetings due to timing and flow
 - i. Community Conversation scheduled for May 11 from 5-6:30 p.m.
 - 1. Reach out to Planning Commissions - Amy
 - 2. Pass contact info for Conservation Commissions to Laura - Corrie
 - 3. Advertise in the *Valley Reporter*, on FPF - Laura
 - ii. Trails Collaborative meeting will be May 25 from 4-5:30 p.m.

4. Other Business

- a. Project needs a designated web page to update public, receive comments/questions, share fundraising strategy
 - i. Amy will work with Laura on RD's website

5. Next Meeting

- a. Tuesday April 26 @ 12:30 p.m. on Zoom