

Craftsbury ARPA Committee Meeting Minutes June 1, 2022

Present: Rudy Chase, Stark Biddle, Lise Erickson Co-Chair, Alan Turnbull, Co-Chair,

Phil Lovely, Gina Campoli vis Zoom, Susan Houston, Select Board

Absent: Heidi Krantz

Meeting called to order by Lise at 6:10pm.

1. Minutes of 5/6/22 meeting were reviewed and approved.
2. Meeting Facilitation: Lise and Alan presented alternative to current meeting process. Alan would facilitate the meetings, manage the agenda and focus on the group process. Lise continues as Chair. The group agreed to try this approach and committee worked through identifying core principles of group, ensuring inclusion, involvement and efficient discussions. Goal of decision-making through consensus agreed to.

At this point a new agenda was proposed and adopted.

3. Community Outreach (Lise): Goal is to share information and inform the community, utilizing the Communication Plan which proposes a joint session with the ARPA Committee and the Select Board (SB) meeting to view the Pitches from community applicants. This would streamline and simplify the process, scale back the complexity of the selection format. A rich discussion followed with two ways forward emerging. One perspective was that the Committee was charged with informing the community, organizing a first look process where applicants would Pitch their proposals to the Committee. After this, the committee would rank order the applications and send to the SB. The SB could then invite a second Pitch Session. The SB ultimately decides which applications would be funded. A second way forward proposed is to hold a joint SB ARPA Committee meeting and invite the applicants to Pitch once, followed by the SB making its decisions on projects. With no consensus being reached, Susan backed Alan's suggestion that each proposal be written up and passed on to Lise to bring to the next SB meeting (June 7) for a decision. Stark and Phil agreed to meet with Alan to draw up the proposals.

Continuing with Community Outreach, Lise stated that a big part of the process is getting information into the hands of the community and getting their feedback. She proposed a survey question be included on the first mailing to gather information. Also suggested that tables could be set up at the Farmers Market and the July 3 Celebration to share and gather ideas and information. Information sharing should reach as many people as possible. Lise reported that any mailing would be in the form of a postcard due to steep costs of a mailed letter. (E.g., \$1200 for a letter versus \$200 for postcard)

4. Communication Plan (Gina, via Zoom) Communication subcommittee met and proposed mailing out postcard rather than letter, due to cost, with link to website where folks

could sign up to receive ongoing information and possible survey question(s), followed by series of Front Porch Forum entries also with links to ARPA website on Craftsbury town website.

Lise described the postcard as being the size of a sheet of 8.5 by 11 paper folded in half with all the back and half of the front available for messaging. Lise to ask Michelle Warren to create ARPA email address to open avenue of communication to town.

Timeline for this process recommended by subcommittee is:

- Series of touchpoints: Initial postcard would include announcement of funding, the amount available, due date for applications with link to website, multiple messages to keep the project fresh going forward.
- Schedule Pitch Session for August with SB present
- Possibility of Information Night with pizza
- Discussion included concerns about tightness of this schedule, what would a Pitch Session look like, respect for folks who would be uncomfortable with public presentation. Lise concerned that once information starts going out, we need to be prepared for information coming back and foresees 2nd mailing with more detail. Alan noted that the postcard is simply an attention-getter. Lise suggested (due to lateness of meeting now) to meet again in 2 or 3 weeks to continue discussion.

Next steps:

- Stark, Alan and Phil to meet and draw up two positions re SB role in either one or two Pitch Sessions for Lise to present to SB at their 6/7/22 meeting.
- Heidi, Gina and Phil to meet and design postcard to community with Michelle's input. It should include (Lise) fact that there is money, how to get more information, survey question(?), desire to hear from community.
- At next meeting, review/discuss Stark's draft Q&A

Meeting adjourned at 8:05pm

Next meeting set for June 14 at 6pm at the Town Hall.

Submitted by Phil Lovely

June 8, 2022