

FILE COPY

**MORRISTOWN/MORRISVILLE
PLANNING COMMISSION
P.O. BOX 748
MORRISVILLE, VT 05661
Phone (802) 888-6373
Fax (802) 888-6378**

Minutes of March 19, 2002

Members Present: Kevin Lane, Sam Guy, Bruce Tomlinson, Kelly Rogers,

Members Absent: Julia Compagna, Bill Bourne, Bill Henchey,

Recorder: Mark Leonard, Zoning Administrator

Guests: Mike Miller (LCPC Planner), Marcy Nisenholtz (Two Dogs Marketing)

Sam Guy, co-chair, formally called the meeting to order at 7:10 PM.

Marcy Nisenholtz presented an outline of a possible marketing campaign for the Business Office Park district. She provided information on how to develop a marketing plan to build awareness among potential businesses who might consider setting up shop in the district and how to carry out the plan. Among other methods of getting the word out, she suggested having info on the BOP district on the planned town web site and linked to the LEDC and LVCC web sites (see: www.lamoilleeconomy.org).

Sam thanked Marcy for developing the plan and advised that the next step would be to present the information to the Select Board and affected property owners to get a commitment to move ahead.

Bruce suggested that any marketing plan should promote the town as a whole, not just the Business Office Park. He further stated that the town needs a salesman, not a marketing person, to pitch this to businesses.

Kelly stated that there needed to be a single point of contact within the town government identified to act as an intermediary between the town, landowners, and potential customers. This needs to be discussed in greater detail with the landowners in the district.

Noting the cost of the plan outlined by Marcy, Kevin suggested the possibility of seeking grant funds to undertake this effort, possibly with matching funds from the landowners who would benefit from it.

Bruce suggested inviting the landowners to a meeting to discuss plans for developing the area.

The commission needs to develop a game plan to bring the issue before the Select Board; Paul McGinley and Heidi Krantz should be included in developing this plan.

Mark and Mike Miller laid out the tentative schedule (see attached) for Town Plan review hearings. The schedule is designed to gather all public comment by the end of October, with public hearings on the draft revision in December 2002 through February 2003 leading to adoption by the Select Board in March. Getting public participation is essential; Mark will send invitations to identified parties interested in a given topic ahead of its review and publicize each month's topics in the newspaper. An article in the paper will provide an overview of the process and list the monthly topics.

FILE COPY

Minutes of the last meeting (Mar 5, 2002) were reviewed. On a motion by Kelly, seconded by Bruce, the minutes were approved unanimously.

The next meeting will be on April 2, 2002 at the Water & Light Department building on Elmore St. It will address the Energy section of the town plan.

Kelly moved and Kevin seconded a motion to adjourn the meeting; motion was approved unanimously. The meeting was adjourned at 8:20 PM.

Respectfully Submitted,

Mark Leonard, recorder

Cc: Town of Morristown Select Board
Morristown/Morrisville Development Review Board
Town Clerk