

Recreation Committee Meeting minutes  
5:30-6:30PM

9/21/2017

Chair: Tom DePoy

Members Present: Ald. DePoy, Humphrey, Mattis, Notte, Tommola. Also, Ald. Etori, Davis

Others present: Jaime Trayer, Nicole Densmore, Mary Cohen, Steve Peters, Alan Keyes.

Topic: Marketing Rutland during Killington World Cup

The committee was asked to brainstorm ways to market Rutland to visitors of Killington during the World Cup event coming up on Thanksgiving weekend. The committee invited Mary Cohen, ex dir. Of the Rutland Reg. Chamber of Commerce, and Steve Peters of the DRP. Also in were Jamie Trayer and Nicole Densmore of the Rec Dept. to update everyone on what the Dept has going on that weekend which might be attractive activities for people on the mountain to do in Rutland that weekend. Saturday is family fun day at Giorgetti Park. Downtown is having Small Business Saturday with the Christmas Tree lighting happening in the evening.

The committee began asking questions as to how we can market Rutland to the Killington crowd and show them that there is quite a bit going on in Rutland that people, especially with families, might be interested in down here. The Killington Valley initiative has a tent at the World Cup event where we can put literature for people to find things to do. Maybe with increased The Bus traffic to and from Killington, we can advertise on the sides of those buses. Fliers can be distributed to locations on Killington informing people of activities here in Rutland. Also, a small magazine with similar characteristics to the Rutland Magazine could be available to people at the World Cup.

Mary Cohen and Steve Peters asked for a couple of weeks to speak with their members as to how they would like to proceed and what ideas they might have for the weekend. The committee told them that we would like for the City to help in any way we can. The issue will remain in committee and will meet soon to determine what capacity the committee thinks the city should be involved. This report is for information only.