

## **Danville Train Station Committee Minutes**

*Meeting of February 8, 2022 5:30-6:45 pm*

Location: Danville Town Hall Meeting Room and via Zoom

Attendees: Michael Hogue, Kate Whitehead, Kitty Toll, Ross Meaders, Laural Ruggles, Stan Pekala, Alison Low, Ted Houle, and Rob Balivet, guest Beth Kanell

Meeting opened at 5:30 pm by Michael Hogue, chair. The Danville Train Station Committee (DTSC) is a subcommittee of the Planning Committee. Michael took roll and submitted the agenda for approval. Agenda approved.

Minutes from the January 11, 2022 meeting were approved.

Michael welcomed Beth Kanell back to the committee to help generating the marketing approach, but first there will be a quick update by the teams.

### **Building and Land-Sally Fishburn, co chair**

Rob indicated that we received five proposals in response to the Request for Qualifications (RFQ) from an architect and engineer. The firms were Ryan Edwards and Company, Arnold and Scangas Architects, Guillot, Vivian, Viehmann, Black River Design Architects and Duncan Wisniewski Architecture. The committee will be evaluating these RFQ's in the coming week. Overall the committee was pleased with the number of responses and the scope of the qualifications. It is expected that the DTSC will ask 2-3 of these firms to submit a fee proposal for the scope of work up to "shovel ready". The goal is to have a hiring decision to submit to the Select board by the end of March or first week in April.

The chair asked about progress on the plot survey. Rob answered that it would be conducted in the Spring, most likely April.

### **Use, Kate Whitehead, co chair**

Kate indicated that the Municipal Planning Grant (MPG) will cover up to \$22,500 for this phase of architectural and engineering services.

She also reported that there was still no news on the VOREC grant submission. She now expects to hear in late February or early March.

### **Funding, Kitty Toll, co chair**

Michael reported that the Select Board approved the grant writing and administration contracts. Also he is working on a REDI grant for the SB to help fund grant writing and administration.

Michael turned the meeting over to Beth Kanell who is assisting us in creating a marketing plan for the station and its funding.

**Beth Kanell**-given the DTSC write up of its goal in the Town Report: to leverage the completion of the 93 mile Lamoille Valley Rail Trail (LVRT) in the Fall of 2022 to maximize the economic and cultural impact for Danville.

Thus tweaking the 'elevator pitch':

“Danville has the real thing, a building full of Town pride and history, with the opportunity to embrace economic growth. All this with expected outside funding at 80% of the cost, independent of the Town budget. And the spending will mostly be in Danville supporting our businesses.” We are Danville—All Aboard!

A possible next draft:

This year the cross-Vermont rail trail gets completed. Danville can make sure the economic and cultural benefits to the town are maximized. When we upgrade the station, we gain a trail-side welcome center with authentic railroad history and a hub for recreation to all Danville has to offer. We get more control of how trail users connect with the Town. And because the building is “the real thing” it adds to the probability of state and local grants that will cover 80% of the cost.

A reminder:

1. Identify the goal: think about the objective of the pitch.
2. What do you want the listener to remember most about this project?
3. Are you communicating what makes this project unique?
4. Engage with a question: ‘So what do you value most about this place?’
5. Practice: Like anything else, practice makes perfect. Remember, **how** you communicate is just as important as **what** you say. If you don’t practice, it’s likely that you’ll talk too fast, sound unnatural, or forget important elements of your pitch.

Beth then presented the concept of a public good—one that is freely shared, and one person using it does not affect another from using it. The Danville Station is a public good. Most people favor public goods! As you discuss the station’s use, how will you show this is a public good? Here are some of the things the station will DO of Danville:

1. Encourage clean use of the trail.
2. Encourage people to linger in Danville.
3. Encourage people to use the town’s businesses.
4. Control the flow of off-trail visitors.
5. Promote and make more profitable many businesses.
6. Promote local pride in authenticity and ‘real Vermont’.
7. Reinforce the Vermont brand of ‘ruralness’.
8. Provide a location for profitable and proud events.

She then covered how to fund a public good and she suggested the next steps in this process.

The session was energizing and helpful in starting to formalize a marketing and fundraising campaign (for the other 20%).

There being no other business, the meeting was adjourned at 6:45 pm.

Respectfully submitted,

Michael Hogue