

Minutes of the Select Board
Monday, February 5, 2024
28 North Main Street and via zoom

Attendance: Alyssa Johnson, Kane Sweeney, Dani Kehlmann, Mike Bard, Roger Clapp, Tom Leitz, Karen Petrovic

Public Attendance: Denis Palic, Karen Nevin, Owen Sette-Ducati Revitalizing Waterbury; Cheryl Schoolcraft Gloor, Chris Viens, Sandy Sabin, Joe Camaratta, Bill Shepeluk, ORCA Media, Lisa Scagliotti Waterbury Roundabout, P. Skip Flanders, Julia Frailey, Mary Koen, Martha Staskus, Billy Vigdor, Neal Leitner

ZOOM: Walton, ORCA Media, M219157, Harry Shepard, Evan Hoffman, Anne Imhoff, Glenn Andersen, Natalie Sherman, Dana Allen

R. Clapp called the meeting to order at 7:00pm

Approve Agenda: K. Sweeney moved to approve the agenda. A. Johnson asked to add School Use as a Polling Location and FEMA Buyout to the agenda following Housing Task Force Objectives. M. Bard seconded the amendment. A vote was held and passed unanimously. A vote to approve the amended agenda was held and passed unanimously.

Consent Agenda Items:

- a.) Minutes of January 22, 2023
- b.) Special Events Permit (Manufacturer) Bakersfield, LLC 2657 Waterbury Stowe Road; Cabot Creamery Farmers Annex in Store Tasting

M. Bard moved to approve the consent agenda, D. Kehlmann seconded. A vote was held and passed unanimously.

Public: C. Viens asked the Board to consider drafting a 10-year budget plan taking into consideration equipment replacement including, big ticket items like heating upgrades and road repairs which are items that could greatly impact the tax rate.

What the Flood Update: Announcement and invitation for the public to join the event. Event will be held Saturday February 10, 2024 from 6-9pm at the American Legion. All are welcome!

Entertainment Permit – GoodFire LLP: K. Sweeney has a concern about the organization not reaching out to the neighbors regarding the live music. R. Clapp also mentioned the parking plan is not included. D. Kehlmann stated she would like to ask them some questions about their plans. **M. Bard made a motion the GoodFire staff attend the next meeting to seek Board approval. K Sweeney seconded the motion.** A discussion was held regarding updating the application so it is more complete and has all the information the Board needs to make an informed decision. **A vote was held and passed unanimously.**

Revitalizing Waterbury: K. Nevin introduced the new staff from Revitalizing Waterbury which offers business support and promotional work for business members in Waterbury. RW also has a Design Committee for flowers, décor, and beautification projects in the community.

Owen Sette-Ducati is working on downtown reinvestment statistics reporting which is necessary to maintain the Downtown District. He has noted gains in workforce, both part- and full-time. The

Economic Development Strategic Plan is being updated. There are four organization working with him regarding commercial property in Waterbury now.

Workshops and Business Mixers are still taking place. There are requests from businesses to have a workshop about de-escalation.

Denis is working on reprinting of the Discover Waterbury guides, promotion and enhancement initiatives and communication via social media.

All staff are working with Town officials on how to have a pleasant and safe experience on April 8 for the eclipse. Eclipse 2024 Prep: document was circulated see attached. Projections for 10,000 people coming into Waterbury.

Beginning in 2024, RW is going to push their focus to Waterbury Center because they feel efforts have been poured into the Village area for many years during Main Street Reconstruction.

RW has been around for 30+ years and they appreciate the support of the Town. They are planning a Volunteer Fair or mixer that will allow nonprofits to set up tables and spread the word about the local services they offer.

The Alley project is moving forward. Hope to break ground mid to late April, May 1 at the latest. Sculpture will go to the DRB in March for final approval. Lighting designs, planters and benches are being chosen. A 2-1 match fund raising is being planned for later this year. About \$80,000 is still needed. Every Monday there will be social media posts regarding the campaign.

Planning Commission – Unified Bylaw Updates: R. Clapp thanked the Commission for their work this past year to get to the finish line. M. Staskus introduced the Board and made note of all their strengths as Board members. Huge thank you to Neal Leitner for his work as Planning Director.

There are two public hearings scheduled Feb 29th and March 14th. The Planning Commission would appreciate the Select Boards participation in one or both events. There are storyboards and references available online but please note they are not live documents.

R. Clapp asked what has been controversial in the process. Aligning property lines with zoning boundaries which took substantial time and input. Neighborhood and Mixed-Use designations have been heavily discussed but are not controversial. The Downtown district has been expanded, also a result of public comment. There is a brand-new district known as the Conservation Floodplain where no development will be permitted in the new Bylaws. Consideration has been made for density to increase housing opportunities. Public comments may surround heights of buildings going forward. The tables in the SE Group document are not updated so use the appendix, not the table. The Board is avoiding using the number of stories and instead stating building heights in feet to avoid certain State allowances for low-medium income buildings being able to “add a story.”

Deadline to get the bylaws to the Select Board is April for approval.

Housing Task Force Objectives: J. Camaratta outlined some of the Housing Task Force accomplishments as well as recommended objectives the board is considering focusing on in 2024.

R. Clapp asked if there are any updates to the data presented previously regarding short term rentals. There are not any specific updates. The Task Force has shifted to how to increase housing.

First Objective is Infill Development - Williston and Londonderry have performed housing assessments. Statewide data states Vermont needs 40,000-50,000 housing units. The board questioned the accuracy of this information and how it was achieved.

The second objective is to streamline the permitting process or identify barriers developers have that impact housing growth.

Objective Three is possible incentives for long term housing development.

The Task Force has not focused on how to obtain or find funding for low to medium income housing. The task force could offer to itemize what exists and how it can be used.

R. Clapp asked about the status of a rental registry. T. Leitz stated an update can be provided just after Town Meeting Day. **M. Bard made a motion to approve the Waterbury Housing Task Force 2024**

Objectives. D. Kehlmann seconded the motion. A. Johnson thanked J. Camaratta for his volunteer time on the Housing Task Force. **A vote was held and passed unanimously.**

School Use as Polling Location: M. Bard moved to endorse the email that Town Clerk K. Petrovic wrote to the School Board on Thursday Feb 1, 2024. K. Sweeney seconded the motion. A vote was held and passed unanimously.

FEMA Buyout: T. Leitz presented the property and situation of the two floods the owners have endured. They are interested in pursuing the buyout but are not committed to it yet, in terms of the buyout pending.

A Johnson moved to approve the buyout request for 1930 US Route 2. K. Sweeney seconded the motion. A vote was held and passed unanimously.

Meeting Agenda: We will be meeting on Presidents Day, Monday February 19, 2024. T. Leitz was able to confirm there should be additional information about the Armory Building by Monday, September 19th so keep that on the agenda. This meeting will be held at the Fire Station.

CRew Flood Fair

Eclipse Parking

Adjourn: K. Sweeney moved to adjourn which was seconded by A. Johnson and passed unanimously

WHAT the FLOODS!

Neighborhood Gathering & Volunteer Appreciation Event

**Saturday, February 10 • 6:00 - 9:00 pm
at the American Legion, Waterbury**

FREE!

**Hosted by the Town of Waterbury,
Waterbury Rotary & the CReW
Celebrate Community after the 2023 Floods
Cash Bar (ATM on site)**

TOWN OF WATERBURY ENTERTAINMENT PERMIT

goodfirevt.inv@gmail.com

THE UNDERSIGNED HEREBY REQUESTS PERMISSION TO OFFER PUBLIC ENTERTAINMENT, WITHIN THE TOWN OF WATERBURY, IN A PUBLIC HOUSE OR A NON-PUBLIC HOUSE AS DEFINED BY THE TOWN OF WATERBURY IN ITS PUBLIC ENTERTAINMENT ORDINANCE.

Name of Establishment: Vermont Good Fire Camabis LLC
Location entertainment will be offered: 3627 Waterbury - Stowe Rd.
Name of Applicant: Robert Owen & Lynette Vallee, LLC

Type of Entertainment (check all that apply):

- [x] Live music
Dancing
Mechanically or electronically produced music
Live productions (plays, concerts, etc.)
Other (please describe)

Please describe the days/time of day and give a brief description for the type of entertainment you have checked above: 4/6/24 - 4/7/24 Live Music / Food Truck on lawn
+ parking lot from 11:30 am - 5 pm.

THE APPLICANT IS RESPONSIBLE TO INSURE THAT ALL SECTIONS OF THE ORDINANCE ARE FOLLOWED. SPECIFICALLY, ALL PUBLIC ENTERTAINMENT SHALL CEASE NO LATER THAN ONE HALF HOUR PRIOR TO THE TIME AT WHICH, BY LAW OR REGULATION, THE SERVING OF ALCOHOLIC BEVERAGES MUST CEASE.

Signature of Applicant: [Signature] Date: 01/16/24

At a Select Board meeting held on Feb 19, 2024, this permit was:

- (X) APPROVED Conditions: Event authorized for 4/7 only
() DISAPPROVED Reasons:

Municipal Manager or Designee: [Signature]

THIS PERMIT SHALL EXPIRE AT 12 MIDNIGHT ON APRIL 30, _____.

FEE: \$25.00 PAID: _____

- Vermont GoodFire Cannabis LLC, is requesting approval to host a 1-year anniversary event to be held on April 6th and 7th of 2024.
- The 1-year anniversary event will include:
 - hours of this event will be from around 11:30am to 5:00pm on 4/6/2024 and 4/7/24 at 3627 Waterbury-Stowe Road, in Waterbury Center.
 - a small band/DJ, a Food Truck, and a glass blowing demonstration.
 - the band and one food vendor would be located outside on our lawn on the front of the building - over 30 feet from route 100
 - There are no fire hydrants located on the property
 - Any tents will be at least 30 feet from power lines
 - if we use a DJ, then we will be inside the property with the music.
 - any music will be kept to a reasonable level.
 - the glass blower would be located in the parking lot on the entrance side.
 - we will provide tents depending on weather conditions .
- No traffic or parking impacts are anticipated.
- We will work with our retail neighbors for any potential overflow parking, but little to none would be expected.
- Employees will likely park off site, to limit any congestion further.
- Must be 21 years+ to attend.
- Valid and non-expired ID will be required for all persons on the property at all times.
- No alcohol or cannabis will be sold or consumed outside.

Shallice
1/16/24

Bob Owen

Karen Petrovic

From: Karen Petrovic
Sent: Wednesday, January 17, 2024 1:28 PM
To: 'Lynette Vallecillo'
Cc: Eric Schuetz
Subject: RE: Vermont GoodFire Cannabis Site Plan

Lynette,
Thank you for sending this along.

I think it would be beneficial to mark the map with the locations of your special event participants (for example, where the glass blower, food truck and live music) will be stationed.

It may also benefit you to get a letter or email from the retail neighbors you plan to have assist with overflow parking.

These are suggestions I believe may help streamline the process.

At this time I have this event on the Select Board agenda for consideration the night of Monday February 5, 2024. I will confirm as that date approaches and there will be a zoom link available if you're not able to attend in person.

Thanks so much
Karen Petrovic

From: Lynette Vallecillo <lynette@hireinitiatives.com>
Sent: Wednesday, January 17, 2024 11:48 AM
To: Karen Petrovic <karen@waterburyvt.com>
Cc: Eric Schuetz <goodfirevt.inv@gmail.com>
Subject: Vermont GoodFire Cannabis Site Plan

Karen –

I hope all is well. Happy 2024!

Eric dropped off an application for a permit to host an event at the store in April. He dropped it off yesterday afternoon. Attached is our site plan to provide the visual for proposed plan.

Thanks, and let us know if you need anything else.

Regards,

Lynette

November 15, 2023

TO: Waterbury Selectboard
CC: Tom Leitz, Town Manager
FROM: Karen Nevin, Executive Director
RE: FY24 Financial Request

The Revitalizing Waterbury Board of Directors would like to express their gratitude for the continued support it has received from the Town of Waterbury. We are fortunate that RW has been able to continue all of the work that benefits the Town of Waterbury and its residents. During this time, the RW Board has worked hard to diversify our revenue streams so that we never rely too heavily on one source of funding.

RW's goals and mission encompasses three areas that significantly impact the Town of Waterbury.

Economic Development: RW has hired a new Economic Development Director, Owen Sette-Ducati, who will continue to support the businesses in Waterbury. Among recent successes by Mark Pomilio, the previous EDD, are:

- With the WADC, prepared recommendations to the Planning Commission for the Zoning Bylaws rewrite.
- Served on the UDAG Loan Committee to help facilitate Revolving Loan Fund recommendations.
- Supported businesses after the July floods, providing timely information and resources for their recovery.
- Testified at the Vermont State House on behalf of the Town to support the acquisition of the Stanley/Wasson parcel for high density housing.

In order to hire someone of the caliber necessary to perform the EDD work, RW had to raise the salary of the position. To that end, RW respectfully requests a 2.5% increase in the monthly payment the town provides for economic development purposes, effective April 1, 2024. If approved, the town's payment to RW will increase from \$4,700 to 4,818 per month.

Marketing and Promotion and General Operations: As an organization, RW is responsible for promoting the Town of Waterbury as a premier destination for visitors and tourists. Under the tagline "Discover Waterbury" Waterbury has seen an increase in visitors, which benefits everyone. This work includes:

- Overseeing RW's brand as well as updating it as necessary.
- Actively promoting Waterbury through the www.discoverwaterbury.com website and social media accounts.
- Creating advertising campaigns in a variety of media outlets (TV, radio, print) and printing the biennial Discover Waterbury Guide.
- Coordinating promotions with Vermont Department of Tourism and Marketing, the Best of Route 100 partnership and the Vermont Downtown Coalition.
- Hiring staff to conduct this work as well as the general operations of the organization.

RW respectfully requests \$23,750 of municipal funds for the support of marketing and promotion efforts for the Town of Waterbury and RW general operations. This represents level funding from 2023.

Design and Beautification: Since it's beginning, RW has concerned itself with the look of our town. Our annual downtown beautification efforts include banners, flowers and plantings, holiday decorations and public art. In 2024 RW will be working with the Town, property owners, and partners to create a plan to manage the many "orphan gardens" along Main Street. To successfully beautify the town of Waterbury, RW needs to

- Arrange and care for flowers for nearly 30 planters which are hung on the historic lampposts.
- Manage plantings at the stone planters at the entrances of town.
- Create a maintenance plan for the "orphan gardens."
- Arrange for, hang, and take down holiday decor throughout town.
- Manage hanging of banners.

RW respectfully requests total of \$9,600 to support the beautification efforts of RW on behalf of the Town of Waterbury. This represents level funding from 2023.

Revitalizing Waterbury will submit a complete 2023 Report to the Town in January. The report will provide greater detail on RW's income and expenses for the past year as well as a full accounting on economic development, downtown beautification, marketing and promotion, Downtown Designation status and municipal support, community programming and outreach and direct support of local businesses. Of particular note, in 2024 RW will break ground on the Stowe Street Alley project which will revitalize and reclaim a derelict alley in the center of town, raising all of the funding to complete the project.

This is a total of \$33,350 for general operations, marketing and promotion and beautification. This is level funding of the monthly payment the town provides RW, effective April 1, 2023. If approved, the town's payment to RW will remain \$2,800 per month.






RW STRATEGIC PLAN

JULY 2022 - DECEMBER 2025

YEAR TWO

This Strategic Plan will advance RW's mission in support of the economic, historic, and social vitality of our community while ensuring equity, diversity, and inclusion.

RW STRATEGIC INITIATIVES

-  1. Provide outstanding support to current and prospective Waterbury businesses in order to support a strong and vibrant community.
-  2. Promote and market Waterbury as a destination both locally and regionally.
-  3. Ensure Waterbury is a welcoming and accessible community by enhancing the physical environment and incorporating equity, diversity, and inclusion efforts.
-  4. Develop a communications strategy that advances RW's goals, programs, accomplishments, and initiatives.
-  5. Strengthen RW's organizational operations while ensuring equity, diversity, and inclusion in all initiatives and programs.

1. BUSINESS SUPPORT: Provide outstanding support to current and prospective Waterbury businesses in order to support a strong and vibrant community.			
1.1 GOAL: Improve business support by implementing a business education program.		Tasks	2024 Budget
1.1.24 Tasks PRIORITY	Develop workshop program, including schedule, budget, presenters, location etc. Facilitate/run workshops for Waterbury businesses and members	Econ Devt Director	\$1,000
		2023 Plan	2023 status report
1.1.22/23	Research and gather information on different organizations that offer programming, particularly around EDI Develop workshop program, including schedule, budget, presenters, location etc. Facilitate/run workshops for Waterbury businesses Receive feedback on workshops offered	Offer workshops in 1 st qtr of 2023. Assess and rerun or develop new ones. Legal for new businesses, Google/SEO, EDI workshop	Offered 3 workshops in March 2023: Selling Online: SEO Mktg and 3 rd Party Platforms, Instagram for Business, Handling the Purchase or Sale of Business Offered by community members. Well received. Sale of Bus workshop cancelled – no interest
		2024 Staff and Capacity	2024 Budget
1.2 GOAL: Increase business support in the Route 100N corridor and Waterbury Center.			
1.2.24 Tasks PRIORITY	Develop plan to reach out to businesses in Route 100N and Waterbury Center area. Work with Marketing Associate and Executive Director to implement	Econ Devt Director, Denis and Karen	None
		2023 Plan	2023 status report
1.2.22/23	Develop plan to reach out to businesses in Route 100N and Waterbury Center area Meet with businesses one-on-one, with Karen and/or Ariel Seek input on what businesses would like from RW regarding support, etc. Develop plan to improve business support based upon feedback. For implementation in 2023.	Continue to reach out to new businesses.	This work was to be completed in partnership with Ariel. Did not happen.
		2024 Staff and Capacity	2024 Budget
1.3 GOAL: Expand support of sectors beyond hospitality and retail to industries such as service, health and wellness, and home-based businesses.			
1.3.24 Tasks	Survey and collect information as to whether there is interest in various industries. If so, develop plan to start groups and ultimately hand off	Econ Devt Director	None

		July 1 – Dec 31 2022	2023 Plan	2023 status report
1.3.22/23	Identify different economic sectors in Waterbury and which businesses are in these sectors. Prioritize sectors	Not yet begun	Choose 1 industry sector and conduct 1 meeting of that group (to start). Continue holding Hospitality and Tourism mtgs	This work did not happen. Only 2 Hospitality and Tourism meetings were held in 2023.
	Conduct group meetings with highest priority sector to seek input on what businesses would like from RW regarding support, etc.			
	Develop plan to improve business support based upon feedback. For implementation in 2023.			
1.4 GOAL: Strengthen relationships with organizations focused on housing issues in Waterbury.		Tasks	2024 Staff and Capacity	2024 Budget
1.4.24 Tasks SUPPORTIVE	Continue supporting town through participation on the Housing Task Force.		Econ Devt Director & WADC	none
		July 1 – Dec 31 2022	2023 Plan	2023 status report
1.4.22/23	Work with WADC to advocate on behalf of RW/Waterbury businesses around town housing issues	Spent summer developing plan and communications, working with WADC, presenting at meetings in preparation for vote on 51 S Main	Continue work as needed.	EDD invited to be on Housing Task Force. WADC involved in housing discussions including 51 S Main and Stanley/Wasson parcel.
	Using the 2021 Housing Study as a guide, advocate with municipal and any housing committees to insure RW is part of the conversation			
	Develop strategy for RW's role regarding housing issues in Waterbury.			
1.5 GOAL: Update Economic Development Strategic Plan		Tasks	2024 Staff and Capacity	2024 Budget
1.5.24 Tasks HIGH PRIORITY	Review work completed to date. Identify areas that still need work. Work with WADC to finalize EDSP and bring to Town for acceptance.		Econ Devt Director, Karen and WADC	none
OTHER WORK COMPLETED				
<ul style="list-style-type: none"> - Rewrite of Economic Development Strategic Plan – 50% complete - Participation on UDAG Revolving Fund committee - Identify and provide input into Phase 1 of town zoning rewrite 				

2. MARKETING AND PROMOTION: Promote and market Waterbury as a destination both locally and regionally.			
	Tasks	2024 Staff and Capacity	2024 Budget
2.1 GOAL: Promote Waterbury to local and regional Vermonters as a hub for all their local needs.			
2.1.24 Tasks HIGH PRIORITY	Execute Social Media campaign based on Persona Project. Identify ways to integrate Personas in other marketing streams.	Denis and M&T Committee	\$1,500
		2023 Plan	2023 status report
	July 1 – Dec 31 2022	Finish identifying Personas Conduct research with local businesses, i.e. ID bus/experiences that match with personas, packaging like businesses, create Did You Know? messages Develop messaging strategies for different personas	Persona Project was completed but never executed on social media. Plan still exists. Research did not happen.
2.1.22/23	Create Social Media campaign that targets ads locally - Review analytics - Develop new content calendar Research and explore new data collection options to provide information. Include polls/surveys/Experian/hotel CC data Develop specific messaging, identifying audiences and creating marketing personas Explore new media streams, including radio, Front Porch Forum, streaming TV and Google Ads Explore exclusive offerings associated with destination marketing (i.e. stickers, "gift with purchase")		
2.2 GOAL: Increase the marketing support of businesses and attractions along the Route 100N corridor and Waterbury Center.			
2.2.24 Tasks PRIORITY	Develop plan to reach out to businesses in Route 100N and Waterbury Center area. Work with Marketing Associate and Executive Director to implement.	Denis, Econ Devt Director and Karen	none
		2023 Plan	2023 status report
	July 1 – Dec 31 2022	Select one/two ideas to implement promoting Route 100/Waterbury Center Develop curb appeal workshop in conjunction with Design Comm and Econ Devt Dir. Offer workshop	This work was to be completed in partnership with Mark. With Ariel's departure it did not happen.
2.2.22/23	Reach out to businesses and attractions in Route 100N and Waterbury Center area. Meet with businesses one-on-one, with Karen and/or Mark - Gather information / seek input on what businesses would like from RW regarding marketing support, etc. Create "curb appeal" workshop in conjunction with Design Committee and EDD Prioritize Route 100N/Wtby Ctr in content calendar, materials and messaging Promote Route 100N/Wtby Ctr as location for community events and activities		

2.3 GOAL: Partner with other organizations to promote Waterbury throughout the Northeast as a tourist destination.	Tasks	2024 Staff and Capacity	2024 Budget
<p>2.3.24 Tasks SUPPORTIVE</p> <p>Develop full plan to acquire new Photo Assets. Participate as needed in partnership activities already established.</p>		<p>Denis and M&T Committee</p>	<p>\$4,800</p>
<p>2.3.22/23</p> <p>Continue as a contributing partnership with Best of Route 100, Central Vt Regional Collaboration, Green Mountain By-Way and the Vermont Downtown Coalition. Participate as needed.</p> <p>Research VDTM as a new partner for RW in promoting Waterbury. What have they done before, what ideas do we have? How as Waterbury worked with them in the past?</p> <p>Reach out and develop new partnerships that are mutually beneficial. Ideas include: Only in Vermont facebook group, Facebook groups in general, WATA/VMBA, Green Mountain Club, Vermont Ski Area Assoc. VAST, Vt. State Parkes, Vermont Arts and Craft Councils, Adventure Travel Trade Association. Prioritize and plan strategies for new partnerships.</p> <p>Utilizing new Media Kit – prepare pitches and respond to media inquiries</p>	<p>July 1 – Dec 31 2022</p> <p>This work is primarily done by Mktg Assoc. On pause until new hire. Rte 100 partnership is finishing a summer marketing video for region.</p>	<p>2023 Plan</p> <p>Continue work. With ED, connect with VDTM as a new partner for RW. Develop strategy for marketing Waterbury using new summer video and photo assets.</p>	<p>2023 status report</p> <p>Utilized new summer assets in social media campaigns. Develop plan for and began to acquire new photo assets including 2023 WAF and fall. Did not pursue partnership with VDTM.</p>
<p>2.4 GOAL: Support and promote community events and programs that engage the town and region.</p>	<p>Tasks</p>	<p>2024 Staff and Capacity</p>	<p>2024 Budget</p>
<p>2.4.24 Tasks SUPPORTIVE</p> <p>Support town activities around April 8, 2024 Eclipse.</p>		<p>Karen & Denis</p>	<p>none</p>
<p>2.4.22/23</p> <p>Create marketing material document(s) that explain how to use and provides assorted RW assets including Brand Guidelines.</p> <p>Find ways to integrate RW's Community Calendar with google calendars.</p> <p>Create workshops to support organizers of events. (Event in a Box, Google Business 101) In conjunction with EDD.</p>	<p>July 1 – Dec 31 2022</p> <p>This work is primarily done by Mktg Assoc. On pause until new hire.</p>	<p>2023 Plan</p> <p>Will continue work with new Mktg Assoc.</p>	<p>2023 status report</p> <p>Plans outlined here did not happen. New Marketing associate continued to market the town through WDEV and strong and effective messaging for the Arts Fest.</p>
<p>OTHER WORK COMPLETED</p>			
<ul style="list-style-type: none"> - New Marketing Associate began work and training - Social Media campaigns - Discover Waterbury newsletter - WDEV advertising resumed 			

3. OUR COMMUNITY: Ensure Waterbury is welcoming and accessible community by enhancing the physical environment and incorporating equity, diversity, and inclusion efforts.				
	Tasks	2024 Staff and Capacity	2024 Budget	
3.1 GOAL: Design a comprehensive beautification plan to better enhance downtown streetscapes and pedestrian corridors making them more appealing, welcoming, accessible, and connected.				
3.1.24 Tasks HIGH PRIORITY	Complete Design Guidelines, including introduction, print and online version. Work with town to have DRB adopt them as a tool in their review of projects. Develop plan for Orphan Gardens, including parties responsible and maintenance.	Design Committee & Karen Design Committee & Karen	\$500 (printing & design) \$500 (garden materials)	
		2023 Plan	2023 status report	
3.1.22/23	Prepare a calendar of RW Design projects detailing owners and timelines Prepare a strategy for developing possible recommendations for design standards for Waterbury projects (downtown as well as Waterbury scenic by-ways). Present to RW Board for support and next steps. Study and understand Town of Waterbury's master zoning plans	July 1 – Dec 31 2022 Discussion to date only. Wish to prepare "brand book" that identify standards for elements/components for town beautification and streetscape Create brand book identifying standards for town beautification and streetscape. Work with town stakeholders to complete (DRB, Selectboard, Arts Comm, ARRTI, etc.)	Design Guidelines are close to being finished. Town Manager wants to have DRB adopt the guidelines and include them in their review of projects. Have begun work on "Orphan Garden" project to identify green spaces in downtown that are not being maintained.	
3.2 GOAL: Expand current Design Committee initiatives to the Route 100N corridor and Waterbury Center.				
3.2.24 Tasks PRIORITY	Assess new holiday décor in Waterbury Center. Determine other opportunities on Route 100 for both summer and winter décor.	Design Committee & Karen	\$1,500 (materials)	
		2023 Plan	2023 status report	
3.2.22	Identify beautification projects (holiday/flowers) that can be extended to Route 100 and Waterbury Center triangle (including Wayfinding signage) Research and support a plan for town to apply for Better Connections grant for Route 100/Waterbury Center. (Include streetscape and walkability) Understand components of Colbyville Master Plan. Possibly map our project & timelines to that plan. – 100 corridor projects already in planning stage.	July 1 – Dec 31 2022 Discussion to date only. Beginning with Big Comm Mtg, develop plan to extend design. Make sure town applies for Better Connections grant. Identify beautification projects and budget needed. Goal – launch holiday components Fall 2023.	The Town applied for the Better Connections grant but did not get it. Purchased additional garlands and grapevine balls for Winter 2023/24 season. Have developed a plan to extend holiday garlands to Waterbury Center (gazebo and Grange).	

OTHER WORK COMPLETED	
-	Put up flower basket and additional banners
-	Planning workday with Ben & Jerry's to clean gardens on Main Street

Future Goals (Years TWO – THREE)	
	Partner with DRB and Waterbury groups on design recommendations
	Develop a strategy for sharing and influencing design components of Waterbury Projects. Establish a cross functional collaborative team.
	Revisit Main Street Matching program (Beautify Waterbury)
	Conduct a tree inventory in Waterbury Center (grant opportunities available)
	Review Pedestrian Study for Blush Hill/hotel and 2025 Bridge reconstruction
	Seek ways to improve and further connect biking/walking path from Park and Ride to Guptil to provide connectivity of Waterbury to Stowe.

4. COMMUNICATIONS: Develop a communications strategy that advances RW's goals, programs, accomplishments, and initiatives.			
	Tasks	2024 Staff and Capacity	2024 Budget
4.1 GOAL: Strengthen RW's communications to residents and businesses by utilizing new and diverse messaging strategies.			
4.1.24 Tasks HIGH PRIORITY	Review work completed to date. Draft new communications strategy for RW as an organization and implement. Integrate communications with business support and marketing/tourism goals.	Karen & RW Board	None
	Research different messaging streams available to us, those we are using and those we could use better or aren't using at all.	2023 Plan ED research messaging streams available.	2023 status report Research was completed and Carolyn and Karen worked to review and organize the research. Have not met again since spring to take next steps.
4.1.22/23	Identify and analyze different constituencies – who they are, what do we want them to know, how do we reach them, etc. Identify staff roles around communications, who does what and why Draft a new communications strategy for RW as an organization Implement new communications strategy in 2023	Organize mtg with interested board members to – identify different constituencies, staff roles, draft new communications plan Integrate new components throughout year with full implementation by Fall 2023	
4.2 GOAL: Expand communications to residents and businesses of the Central Vermont region.			
4.2.24 Tasks SUPPORTIVE	Include communications needed for this region in overall RW communications strategy.	2024 Staff and Capacity Karen and Denis	2024 Budget None
	Identify available messaging streams for reaching the Central Vt Region, by constituent and location Identify ties to 2.1.22 marketing Waterbury as a hub Develop plan for expanding communications and integrate into larger communications strategy for RW.	2023 Plan Integrate expanded communications in above new comm plan.	2023 status report Work has not yet begun.
4.2.22/23			

5. RW ORGANIZATION: Strengthen RW's organizational operations while ensuring equity, diversity, and inclusion in all initiatives and programs.			
	Tasks	2024 Staff and Capacity	2024 Budget
5.1 GOAL: Strengthen and integrate the work of staff, committees and the board's strategic plan, prioritizing capacity and effective annual workplans.			
5.1.24 Tasks	Complete final year of RW organization calendar adjustment	Karen	None
		2023 Plan	2023 status report
	Review current process for determining annual action items of the strategic plan, annual staff goals and committee workplans.	Hold first Big Committee Meeting in January 2023. Present new workplan format.	Held ABC meeting successfully. ED attendance at RW committee meetings:
	Prepare annual calendar that will allow integration of all three components.	ED to attend three meetings of each committee in 2023, to present processes, seek feedback, and support their work for RW.	<ul style="list-style-type: none"> • WADC – 1 (Sept) • Design – 4 (May/Jun/Aug/Sept) • Marketing – 4 (Feb/Mar/Apr/Oct)
5.1.22/23	Review all committee functions, including volunteers, meetings, chairs, communications and workplans. Develop a plan for committees that provides them with support from RW and processes for doing their work.	Assess new alignment of strategic plan, annual staff goals and committee workplans at 6 mos and again at 9 mos.	Continue to align components as outlined in RW organizational calendar. Working well.
	Develop operational documents that integrates their work into RW and procedures around budgets, workplans and meetings.		
	Review annual calendar and operational documents with each committee for comments and feedback. Implement ensuring that everything aligns appropriately.		
5.2 GOAL: Update RW organizational documents including integration of our EDI statement.		2024 Staff and Capacity	2024 Budget
5.2.24 Tasks SUPPORTIVE	Complete and adopt new Personnel Handbook. Discuss a review of our EDI statement	Karen & RW Board	None
		2023 Plan	2023 status report
	Identify and gather all RW operational documents for review (by-laws, personnel handbook, board member agreement, board orientation materials, board job description, etc.)	Finish edits to By-laws to be voted by membership at 2023 Annual Meeting	New Bylaws adopted at Annual Meeting Personnel Handbook is in progress
5.2.22/23	Review documents, highlight areas that are out of date and identify what is missing. Review with Exec. Committee	Finish new Personnel Handbook.	Continue to integrate EDI in our work. Have not reviewed statement to determine update needed.
	Prepare possible edits to documents for recommendation to the board. Pay particular attention to integration of EDI.	Continue work on Equity – review new EDI statement and update if necessary	
	Finalize updates for final acceptance by board.		

5.3 GOAL: Collaborate with local nonprofits, organizations, and businesses to foster opportunities for mutual success.	Tasks	2024 Staff and Capacity	2024 Budget
5.3.24 Tasks	Plan new town wide volunteer event to increase volunteers for RW and elsewhere.	Karen & RW Board	\$500 (seek a corporate sponsor)
HIGH PRIORITY	Assess RW volunteer needs using volunteer pyramid.	Karen	none
	Continue established programs for RW volunteers (Volunteer Reception, Volunteer of the Year Award, ABC Meeting)	Karen	\$550
	Serve as a neutral convener as needed.	2023 Plan	2023 status report
5.3.22/23	No tasks were identified to start.	No tasks were identified.	Board discussions begun about volunteerism in Waterbury. RW Volunteer satisfaction survey being completed. Waterbury volunteer org analysis completed.
		Design Committee's orphan garden project is providing collaboration opportunities in community.	Work on Stowe Street Alley Project includes collaboration with multiple Waterbury organizations and community members.
5.4 GOAL: Develop data collection and analysis procedures that will support priorities, determine effectiveness of initiatives, and identify areas in need of attention.	Tasks	2024 Staff and Capacity	2024 Budget
5.4.24 Tasks	Complete data collection as required by Vermont Designated Downtown program including two new surveys and reinvestment statistics.	Econ Devt Dir and Karen	none
SUPPORTIVE		2023 Plan	2023 status report
5.4.22/23	Work not yet begun	Begin work on reviewing and assessing RW data.	Work has not yet begun.
	Review data RW is currently collecting, why we collect it, what information does it provide and how are we using that information.		
	Research other types of data we can collect, determine purpose and process for collecting that data.		
	Research additional tools available to RW through Salesforce.		

5.5 GOAL: Sustain and improve RW's finances.		Tasks	2024 Staff and Capacity	2024 Budget
5.5.24 Tasks PRIORITY		Hire new bookkeeper.	Karen	\$9,000
		Find high yield savings account vs. current money market.	Karen & RW Board	
		Manage and improve Tenant relationship. Review finances related to upkeep of train station.	Karen & RW Board	\$6,000
		Assess use/purpose of RW Community Room at train station.	Karen & RW Board	
		July 1 – Dec 31, 2022	2023 Plan	2023 status report
5.5.22/23		Review station finances quarterly including an analysis to determine gaps in budget	Assess relationship with new tenant. Develop additional plans, as needed for care and upkeep of station.	Lease review recently completed. 1-year review with tenant being set up. Hired property manager to support upkeep of property.
		Set up separate checking account for managing KDP payout funds.		
		Working with treasurer and Executive Committee, draw funding from KDP payout as needed.		
		Review RW financial position as it relates to station finances at end of 2022. Make a recommendation to the Exec Committee based on status of RW finances.		

Eclipse 2024 Prep: Lights Out or Business as Usual?



◆ FAQ's, Recommendations, and Ideas

Overview

As the sun prepares to take that *albeit brief* retreat, we hope our local businesses are equally poised for this momentous occasion. With the "Event of the Lifetime" on April 8, 2024, just a nebula's toss away, it's time to align for what's sure to be an astronomical business event – quite literally! Planning is the name and we've got some celestial insight to light your way forward.

EVENT: Solar Eclipse of the Sun | Monday, April 8, 2024

- 2:14 pm: Partial eclipse begins
- 3:26 pm: Total eclipse will darken Waterbury's daytime sky, lasting about 2 minutes and 30 seconds
- 4:37 pm: Partial eclipse ends

ACTIVITIES: Festivities begin Saturday, April 6, 2024

- Overnight stays are equivalent to the best foliage weekend (hotels, inns, short term rentals)
- Stays range from Friday, April 5 – Tuesday, April 9
- 10,000 people projected to be in town
- Majority of visitors will be here Sunday and Monday
- Schools closing early on April 8 with a dismissal at 12pm for students
- Traffic after eclipse expected to be significant

Join the Galaxy of Prepared

In light of the eclipse – pun very intended – how should business owners navigate the dark (literally!)? Our community is abuzz with plans to make this a win-win. Now is the time to seize the moment and position your business among the stars—quite literally.

We are here to help members of the local business community make the most of the upcoming eclipse. Let's sync our strategies, interlock our destinies, and shine brighter than a full moon! Why face the darkness alone?

Notes

- Town is working on a public safety plan.
- Town is coordinating public parking locations and will provide that information closer to the date.
- Town will have 20 port-a-potties around town, available for public use.
- Town will have 5,000 glasses which will be distributed for free.
- There will be a designated hashtag to help promote the eclipse in Waterbury.
- Town's Eclipse Website - WaterburyVtEclipse2024.com - will contain visitor information.
- Town will provide DAY OF INFO SHEET which will allow you to answer questions from visitors and will include emergency contacts.

Tips & Ideas to Eclipse Your Competition

Task	Status	Deadline
<p>Impact for your employees.</p> <ul style="list-style-type: none"> ● Where will they park? ● How will they get in or leave? ● If possible, have employees work remotely for the day. <ul style="list-style-type: none"> ○ <i>Remote work could be the very black hole that saves us from the traffic jam supernova.</i> 	<input type="checkbox"/> Done <input type="checkbox"/> Ongoing <input type="checkbox"/> Paused	<hr/>
<p>Plan an event or special activity.</p> <p><i>Why not spawn events that spotlight our community's spirit? Everyone loves a party, especially when the stars align!</i></p> <ul style="list-style-type: none"> ● Put events on the Discover Waterbury calendar ● Make sure to include important details 	<input type="checkbox"/> Done <input type="checkbox"/> Ongoing <input type="checkbox"/> Paused	<hr/>
<p>Retail and Dining.</p> <p><i>First meteorite tip!</i></p> <ul style="list-style-type: none"> ● Swing your doors open on Sunday and Monday! <ul style="list-style-type: none"> ○ <i>Whether it's a cozy breakfast, a leisurely lunch, or you become the dinner destination, business during the eclipse pays back moon-folds.</i> ● Enact a 'purchase to pee' policy to ensure that patrons value their time under your radiancy, or simply cordon off the restrooms. ● Order additional inventory <ul style="list-style-type: none"> ○ <i>Do not underestimate the foot traffic! Our projections show that those in the zone will double with potential customers seeking mementos.</i> 	<input type="checkbox"/> Done <input type="checkbox"/> Ongoing <input type="checkbox"/> Paused	<hr/>
<p>Parking considerations.</p> <ul style="list-style-type: none"> ● Sell parking spots or close off parking lots associated with your business ● Town will have a website where these parking spots can be listed. 	<input type="checkbox"/> Done <input type="checkbox"/> Ongoing <input type="checkbox"/> Paused	<hr/>

The eclipse is a few Earth rotations away, but the countdown to business bliss has already begun. Reach out with questions or suggestions to Karen at karen@revitalizingwaterbury.org or Katarina at klisaius@waterburyvt.com who are here to ensure a clear path for takeoff.

Waterbury Selectboard Meeting February 5, 2024 Planning Commission UDP-P1 Update

Introduction:

The Unified Development Bylaw Phase I (UDB-P1) updates focus on the area between Winooski River, I-89 and the town boundaries with Bolton and Moretown. Following completion of this update, Phase 2, the remainder area of town on the north side of I-89.

Primary Goals of the update:

- Increase housing density
- Increase diverse mix of uses, including combined uses on the same parcel and in the same building
- Provide more opportunities for economic development consistent with smart growth principles as defined in 24 V.S.A § 4302;
- Increase our community's flood resilience
- Bring in-line with the 2018 Town Plan maintaining and enhance the quality of life and community character and yet be compliant with recent State legislation Act 47 (frequently referred to as S. 100);

Zoning Districts: streamlined the multiple, different zoning districts to fewer, more flexible.

- Downtown (DWN)
- Mixed Use (MU)
- Neighborhood (NH)
- Residential 1 (R-1)
- Campus (CAM)
- Commercial-Industrial (CI)
- Conservation Floodplain (CFP)

Each Zoning District Purpose statement was updated and then guided our decisions on uses (permitted/conditional/not allowed) and dimensional standards.

Downtown (DWN)

The Downtown Zoning District provides concentrated retail, service, office, housing and other compatible mixed uses in Waterbury's historic downtown. It is the intent of this district to maintain or enhance the traditional pattern, scale, massing, pedestrian orientation and quality of the built environment in downtown Waterbury. This Zoning District is within the Downtown Design Review Overlay District as shown on the Zoning District Map.

Mixed Use (MU)

The Mixed Use Zoning District is a focal point for development in the community that accommodates a variety of housing opportunities with a mix of small-scale

commercial, service and other compatible uses. It is the intent of this district to maintain or enhance a traditional village character, pattern, scale, massing and pedestrian-friendly setting.

Neighborhood (NH)

The Neighborhood Zoning District provides for residential uses in areas near public services and infrastructure. It is the intent of this Zoning District to promote higher density housing and the option for future neighborhood - compatible commercial uses in proximity to the locally designated growth centers and the state Designated Downtown.

Residential 1 (R-1)

The Residential 1 Zoning District provides for residential uses in a rural setting. It is the intent of this district to accommodate housing that will meet the needs of current and future residents while minimizing adverse impacts on environmental quality.

Campus (CAM)

The Campus Zoning District is established to protect and enhance architectural and historic resources within the Zoning District; protect and enhance the character of the area as described in the Municipal Plan; encourage a consistently high standard of design in new construction and renovations to support a pedestrian-oriented area; maintain and enhance property values; and strengthen the community's economic vitality and the Zoning District's historic function as a center for commerce, government, and housing.

Commercial-Industrial (CI)

The Commercial-Industrial Zoning District promotes the growth and diversification of Waterbury's economy by offering suitable locations for new or expanded businesses in areas served by existing or planned infrastructure, including manufacturing and multi-family housing.

Conservation Floodplain (CFP)

The Conservation Floodplain Zoning District protects Waterbury's environmental quality and rural character. This district provides for and conserves land that is maintained in a primarily unimproved natural state.

Highlighted Updates to the Bylaw:

- Home Occupations Specific Use Standards (1606.2) are a revision from current regulations.
- Building/Structure heights are increased in DWN, MU and CAM;
- Setbacks are revised
- Lot allowances are revised

- The new Campus District (State Complex) permits more uses-- in particular an opportunity for multi-family housing (5+ units)
- Act 47 requirements (among others):
 - o Accessory Dwelling Units (ADU) as public buildings;
 - o Eliminates Single-Family Dwelling zoning with the establishment of Duplex Zoning By Right on residentially zoned properties in areas with existing infrastructure such as sewer/water
 - o Addressing parking standards.
- Downtown and Mixed Use Zoning Districts will no longer allow Single Family Dwellings as Permitted.

Recommended Online Resources to aid a review:

[BACKGROUND](#)

[UDB-P1 DRAFT DOCUMENT](#)

[SLIDER MAP ILLUSTRATING PROPOSED ZONING DISTRICT REVISIONS](#)

Phase 1 Zoning District 'Slider Map' illustrates current Zoning District boundaries vs proposed UDB-P1 Zoning District boundaries

Purpose Statements.

Appendix Use Tables

- Zoning Districts Permitted (P)/Conditional (C)/Not Permitted (X) uses
- Dimensional Standards Table
- Dimensional Definitions specifically for definitions such as building/structure height is measured, what constitutes a setback (front, side, back), or what lot coverage is.

NOTE: DO NOT use Section 1605 Tables which follow each District's Purpose statement as they are being updated to be consistent with Appendix materials.

Supplemental Review Materials:

[Online StoryMap](#) describing the entire [process of UDB Development](#) along with individual SE Group [Story Boards](#) and highlights the updates of proposed bylaws vs previous.

NOTE: Some Story Boards information has evolved based upon Informational Meetings – ie Uses, Dimensions may have been adjusted slightly. Current UDB-P1 draft is accurate.

Waterbury Housing Task Force

2024 Recommended Objectives

Following are the goals outlined in the task force's creation:

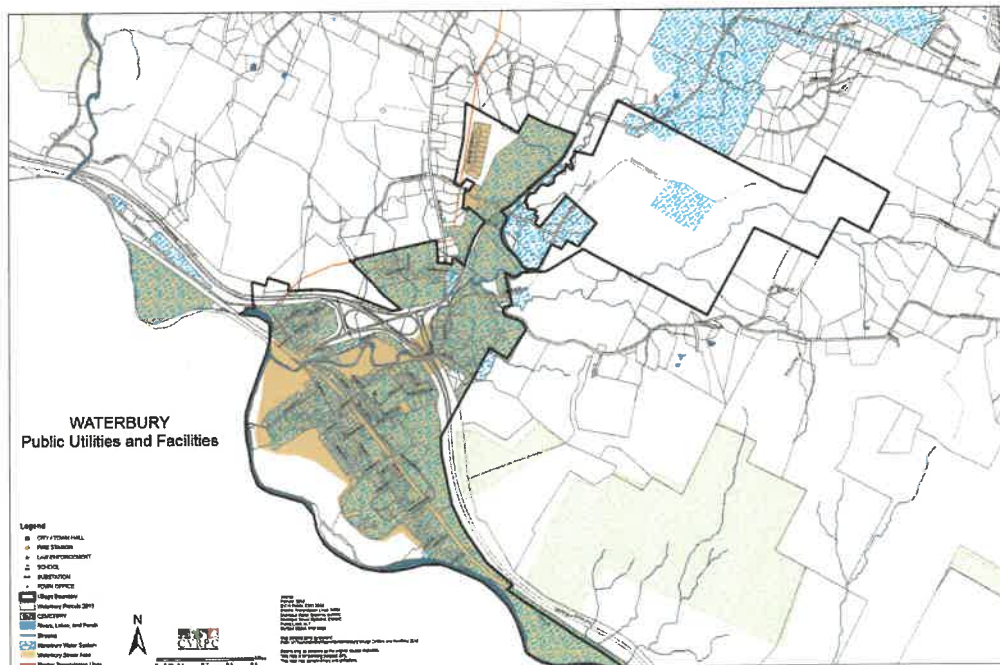
1. Ensure the availability of safe, decent and affordable housing for all current and future Waterbury residents.
2. Create new housing in locations that maintain the integrity of neighborhoods while increasing density, respecting the natural environment, and minimizing the need for infrastructure improvements.

Objective 1: Assess potential for “infill development” to address housing needs

The second goal for the task force calls for new housing in areas that minimize the need for infrastructure improvement (also known as “infill development”).

The Housing Task Force proposes to estimate the potential for “infill development” to address the town’s housing needs by answering the following questions:

- How much housing will we need in the next 5 years?
- What are acceptable median income targets for potential owners / renters?
- How much supply can result from improved “infill development”?



EFUD boundaries used to target “infill development”

Objective 2: Engage developers around specific opportunities

Action 7 from the Municipal Plan states:

- Explore the expansion and infill of the village growth centers, allowing higher density residential and mixed uses that include housing.

In addition the 2022 Waterbury Housing Study from RW recommends:

- Conduct a review of existing structures (commercial, industrial) within town that can be repurposed into housing.
- Work with local landlords, builders, and developers to maximize the use of underutilized structures while simultaneously planning for legitimate new housing development opportunities.

The task force proposes to identify opportunities for additional housing in the following scenarios and engage developers and property owners to understand the process and barriers to new housing development in the following scenarios:

- Greenfield / Brownfield development
- Reuse of existing (underutilized) buildings
- Accessory dwelling units

This includes the inventory of vacant spaces in the Designated Downtown (in conjunction with RW), exploring specific opportunities such as the Stanley & Wasson lot, and reuse of commercial space.

Objective 3: Propose incentives to encourage development of long-term housing

Based on learnings of Objective 2, the task force proposes to recommend incentives for developers for creating long term housing units.

Appendix: 2022 Waterbury Housing Study (RW)

Summary of Recommendations

1. Permanently adopt the Interim Zoning Bylaw to maintain increased density within Waterbury and to provide for increased ADU size to meet One and Two-bedroom housing needs.
2. Town Planning Staff should recruit developers who will construct housing intended for year-round residential. Additional covenants may be utilized to ensure a percentage of new housing remains in use for full time residences and/or for those who qualify for housing assistance.
3. Conduct a review of existing structures (commercial, industrial) within town that can be repurposed into housing.
4. Work with local landlords, builders, and developers to maximize the use of underutilized structures while simultaneously planning for legitimate new housing development opportunities.
5. Partner with other nearby municipalities to identify mutually advantageous locations for construction of higher density housing.
6. Create an outreach campaign to short term rental owners that appeal to their sense of community and bottom-lines to convert studio, one and two-bedroom units into annual or six-month leases.
7. Waterbury should prioritize development of Studio, One, and Two-bedroom homes. The town should not focus on construction of three+ bedroom dwellings because a faction of existing residents (ex. seniors scaling back, empty-nesters etc.) will move into smaller new builds. In turn, this will free up existing three-bedroom+ units to satisfy the modest demand for them.
8. Waterbury should create a streamlined process including reduced application requirements and decreased fees to increase ADUs throughout town.
9. The town and/or local nonprofit should create a revolving fund that provides assistance to create ADUs providing certain requirements are met (ex. Utilization of local labor to construct and must not be used as a short-term rental).

Appendix: 2018 Municipal Plan Housing Actions

1. Utilize the village's Urban Development Action Grant (UDAG) and Community Development Block Grant (CDBG), and the town's CDBG revolving loan funds for renovating affordable housing stock, for both homeowners and landlords, and to assist with the construction of new affordable housing.
2. Ensure that Waterbury's bylaws allow for residential development in locations of employment and service areas to serve people with special needs and seniors who wish to age in place.
3. When public funds are being used to assist affordable housing projects and single family homes, give highest priority to projects which will be permanently affordable (99 or more years).
4. Promote the utilization of the Downstreet's Home Ownership Center to assist with the purchase of homes for people of diverse income levels.
5. Ensure that current and future zoning practices support and encourage the development of safe, decent and affordable housing.
6. Continue and enhance participation in the FEMA sponsored Community Rating System in order to further reduce anticipated increases in flood insurance premiums.
7. Explore the expansion and infill of the village growth centers, allowing higher density residential and mixed uses that include housing.
8. Encourage partnerships with non-profit agencies such as Habitat for Humanity, Downstreet, and Housing Vermont to provide assistance with financing affordable housing projects.
9. Consider formation of a Housing Task Force with local and regional partners, including those identified in Action 7, to facilitate the implementation of the actions in this chapter to include exploring areas, sites, and specific projects that will create a diversity of housing options in Waterbury.
10. Explore increasing density for Planned Residential and Planned Unit Developments to encourage residential development that reduces infrastructure and housing costs while respecting the natural environment.

Waterbury Housing Task Force

2023 Accomplishments

The Waterbury Housing Task Force was formed to advance goals in the Waterbury Municipal Plan pertaining to housing, and to engage in other areas of work related to housing as agreed upon by the group. The task force is intended to complement and enhance the work of other municipal Committees and Commissions. The housing goals in the 2018 Municipal Plan are:

1. Ensure the availability of safe, decent and affordable housing for all current and future Waterbury residents.
2. Create new housing in locations that maintain the integrity of neighborhoods while increasing density, respecting the natural environment, and minimizing the need for infrastructure improvements.

The Waterbury Area Housing Task Force includes the following representatives/members:

- 1 Select Board Member (Alyssa Johnson)
- 1 Edward Farrar Utility District Commissioner (P. Howard Flanders)
- 1 Member or Appointee from the Planning Commission (Kati Gallagher)
- 1 Staff Member or Appointee from Revitalizing Waterbury (Owen Sette-Ducati)
- Up to 6 public members
 - Chris Balzano
 - Joe Camaratta
 - Mary Ellen Lamson
 - Eliza Novick-Smith
 - Madeleine Young
 - *vacant*

The task force held its initial meeting on January 25, 2023 and started to meet monthly on May 18, 2023. Following is a summary of accomplishments in 2023, and objectives for 2024.

2023 Accomplishments

Definition of “current and future Waterbury residents”

The task force agreed to its solutions would focus on three constituents:

1. People who work in Waterbury and would like to live in town
2. Current residents who rent here and would like to buy in Waterbury
3. Current residents who own in Waterbury and would like to downsize and remain in town (and possibly have special have unmet design needs)

Housing Community Needs Assessment

The 2018 Municipal Plan and 2022 Waterbury Housing Study from Revitalizing Waterbury provide analysis of the town’s housing needs and recommendations / actions for increasing housing in town. However, the data upon which the recommendations were made were collected before (or during) the pandemic. The task force looked for sources of data to provide a more recent assessment of the town’s situation and needs. The task force created a spreadsheet listing the 22 individual data elements used in the municipal plan and housing study, and identified sources (e.g. HousingData.org) that contain updated information.

At its September 2023 meeting, the task force approved a motion to create affordability guidelines for new housing projects based on income for current and future Waterbury residents. This action item is still outstanding.

Housing Opportunity Identification

Main Street America issued *At Home On Main Street - A Housing Guidebook For Local Leaders* for leaders interested in improving housing in their designated downtowns and neighborhood commercial districts. The guidebook identifies best practices for identifying and capitalizing on “infill development” in existing downtowns, and highlights successful examples from existing Main Street programs across the U.S. The task force reviewed the approach recommended by Main Street America and discussed how to leverage it to increase housing density in Waterbury’s designated downtown.

An initial effort to use the town’s parcel map to inventory commercial properties in the designated downtown and list potential housing opportunities was started. Karen Nevin from RW informed the task force that a similar effort is being considered by Vermont Downtown Program in 2024, so the task force agreed to put this topic on hold so as not to duplicate effort.

The task force pivoted to finding a vacant lot where it could engage developers to understand the process and barriers for gaining approval for new housing. Several opportunities have been discussed, but none have been selected.

Short Term Rentals Recommendations

At its September 2023 meeting, the task force approved a motion to collect additional data on the makeup of short-term rentals in Waterbury, make comparisons to nearby communities, and make recommendations for regulations or rules that the Select Board may enact. Data showing the number of short-term rentals in September 2019 (before the pandemic) and September 2023 (most recent available) was collected, a list of regulations enacted or considered by other Vermont towns (and how their housing compares to Waterbury) was compiled, policy objectives were prioritized and a recommendation to the Select Board was drafted. This document was approved at the January 2024 meeting, and presented to the Select Board later that month.

Position on 51 South Main Street

The October meeting of the task force occurred the day after the Development Review Board (DRB) deadlocked on the approval of the 51 South Main Street affordable housing project. The task force used the first half of the meeting to understand the process leading to the decision and discuss its implications on efforts to increase housing opportunities in the town. A motion to develop a position statement on this topic and send it to the DRB was approved. A copy of that position statement is attached to the end of this report.

Public Website for Housing Resources

In response to the July flood, the task force agreed to develop a website for residents listing information that flood victims could use for finding temporary housing or get assistance with utilities and funding. An outline was distributed for comment on October 19, 2023, but no further action has been decided.

Developer Incentives

A motion was approved at the September meeting to look into incentives for developers for creating long term housing units. No further action has been decided.

**Appendix: Waterbury Area Housing Task Force
Position on 51 S. Main St Decision on October 18th, 2023.**

This statement was sent to the Waterbury Development Review Board on October 30, 2023.

We, members of the Waterbury Area Housing Task Force, are concerned about the report in the Waterbury Roundabout published on October 19th, 2023, stating that the design review board did not approve the proposal for 51 S. Main Street.

The purpose of the Waterbury Area Housing Task Force is to advance goals in the Waterbury Municipal Plan pertaining to housing (as documented below), and to engage in other areas of work related to housing as agreed upon by the group. The task force is intended to complement and enhance the work of other municipal Committees and Commissions.

Waterbury's 2018 Municipal Plan includes the following goals:

- Ensure the availability of safe, decent and affordable housing for all current and future Waterbury residents.
- Create new housing in locations that maintain the integrity of neighborhoods while increasing density, respecting the natural environment, and minimizing the need for infrastructure improvements.

To accomplish this work, the Housing Task Force is working on the following goals:

- Identifying opportunities for infill development in Designated Downtown as recommended by Main Street America in their report, *A Housing Guidebook for Local Leaders*.
- Partnering with potential developers to advance opportunities for housing in the downtown area.
- Researching and documenting current housing needs and data for Waterbury to inform future housing initiatives.

Waterbury, as with much of the rest of Vermont and the country, is struggling with the outcomes of unmet housing needs. This lack of housing is hurting our local businesses, current residents, schools and medical centers, and more. After several public discussions, EFUD voters overwhelmingly agreed (208-69) to sell this property to Downstreet Housing with the understanding that it would be used for an infill affordable housing project. While this was not a vote on any specific project design, it was certainly a vote in favor of meeting the housing needs of the community.

As the Housing Task Force works to actively identify potential properties, developers, and opportunities for housing in the Waterbury area, the rejection of a 26-unit building is a significant setback. Our concern is that rejecting this project represents the loss of an immediate affordable housing opportunity and signals to all stakeholders that further infill development in the downtown area could be difficult.

Respectfully,

WATERBURY AREA HOUSING TASK FORCE

Chris Balzano

Joe Camaratta

P. Howard "Skip" Flanders

Kati Gallagher

Eliza Novick-Smith

Madeleine Young