Wallingford Community Visit

Report and Action Plan ~ July 2018



Produced by the Vermont Council on Rural Development in partnership with the Vermont Community Foundation

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Vermont Council on Rural Development

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 $Scenes\ from\ the\ Walling for d\ Community\ Visit.$

I. Introduction

On April 26th 2018, a long line was forming outside the Wallingford Elementary School. Community members streamed in from all parts of town to fill their plates with food provided by Sal's Restaurant, coordinated by local volunteers, and sponsored by the Town. Live music from local high school students entertained residents of all ages as they enjoyed the delicious meal and the cookies baked by another Mill River student. One longtime community member said, "I've never seen so many Wallingford residents of all ages gathered in once place!" This dinner perfectly captured the Wallingford community sprit – a spirit of generosity and collaboration, a town that builds multi-generation connections, and that enjoys coming together to celebrate. These fundamental values were key themes throughout the community visit process as residents considered action for the future.

Wallingford is a vibrant and historic community located in the beautiful Otter Creek valley along Route 7. Boasting the only stoplight between Manchester and Rutland, Wallingford's village center is a key asset offering a walkable community lined with heritage architecture, local businesses, an active library, and of course the iconic "Boy and a Boot" statue. Beyond the village center gateway lies a community packed with recreation opportunities – from Elfin Lake to the Stone Meadow Trails to the National Forest – two more village centers to the South and the East, and a population that values and promotes tradition and history, local business, volunteerism and civic duty, community gatherings, and quality of life. The town's long list of assets, dedicated citizens, and engaged municipal staff and leadership position it well for success as they pursue their community goals and priorities.

While Community Visits are designed to help communities come together, review major issues, develop priorities and line up for action, VCRD has a couple of other goals behind these efforts. We look to build new volunteerism and encourage more local folks to get involved in moving the community forward, and to help build the connections of the community to human, technical and funding resources from lead agencies and organizations in the state. With over 150 people engaging in this process in Wallingford, and 3 new task forces already meeting to advance key priorities selected for action that will lead to a stronger and more vibrant community and economy. These initiatives set challenging but achievable goals, and there is much work to do, but Wallingford is a town that is ready to take action and has the capacity, drive, and dedication to succeed.

We look forward to working with the Wallingford Task Forces as the priority projects identified in the process move forward efforts to:

- Support Business and Economic Development
- Build Multi-Use Trails and River Access and Boost Recreation Capacity
- Improve Community Communications and Engagement and Expand Wallingford Events

The Task Forces advancing these issues are already hard at work – please support their efforts, or join them by reaching out to their chairs (listed in the work plan section of this report).

The Vermont Council on Rural Development helps Vermont citizens build prosperous and resilient communities through democratic engagement, marshalling resources, and collective action. VCRD is prepared to support the efforts of Wallingford as it moves forward and to provide follow up help to the Wallingford Task Forces as called upon. VCRD will also serve as an advocate for Wallingford projects with appropriate agencies and organizations in Vermont. Call on us, and on Visiting Team members (listed in the back of this report), when we can be of help.

VCRD provides leadership to facilitate the Community Visit process in partnership with the **Vermont Community Foundation** which is devoted to the progress of Vermont communities; VCF supports and helps guide visits, and provides significant resources to community projects throughout Vermont.

There are many people to thank for making this Community Visit effort possible.

We would like to thank the Wallingford Selectboard who initially invited this process. We also deeply appreciate the work and leadership of the Steering Committee who helped guide the process from the beginning including: Phil Baker, Joyce Barbieri, Erika Berner, Barb Boucher, Bill Brooks, Jill Burkett, Lisa Donohue, Nan Dubin, Gary Fredette, Stacy Harshman, Amelia Jones, Michelle Kenny, Ralph Nimtz, Wendy Savery, Sumio Seo, Julie Sharon, Pat Stone, Dan Stone, Jill Stone Teer, Sandi Switzer, Lucy Thayer, and Ken Welch. Thank you also to all of the community leaders, groups, and organizations who worked together to spread the word about the event and made sure everyone in town was invited and encouraged to participate! We want to thank, in particular, Lisa Donohue and PEG-TV who recorded and shared an interview on the process, and the staff in the Town Office who went above and beyond to spread the word and make sure everyone felt invited.

We are very thankful for the use of the Wallingford Town Hall, the First Baptist Church, and the Wallingford Elementary School for all of the Community Visit meetings. We also deeply appreciate the efforts of Jill Burkett, Julie Sharon, and Jill Stone Teer to organize the wonderful free community dinner at the Elementary School on Community Visit Day. The town supported the dinner, which Sal's Restaurant provided at a discount to the community. Amelia Jones, a student at Mill River Union High School, provided the desserts. Thank you also to the wonderful student band that provided music at the community dinner. Desserts shared at all three steps in the process were provided by an amazing group of local bakers recruited by Nan Dubin – they were delicious!

Michael Moser and the UVM Center for Rural Studies are terrific allies in our efforts and we appreciate their help building a briefing profile for the VCRD Community Visit Team.

Thanks must also go to the TD Charitable Foundation and our partners at the Vermont Community Foundation who contributed funding to make this process possible.

VCRD calls state, federal, and non-profit leaders to participate in Community Visit processes. We are proud of the partners we get to work with – and especially the Wallingford Visiting Team – they are the best of Vermont's public servants.

Getting things done is all about leadership, and all of Wallingford should be grateful to those who have stepped up to serve as chairs of the task forces: Jeremy Krohn – Recreation; Katherine Maclauchlan – Economic Development; and Maria French – Communication and Events.

VCRD especially wants to thank Nan Dubin for stepping up to lead this process as the Community Visit Chair. Nan is an engaged community member with a deep dedication to Wallingford. She is a kind and caring person with a can-do attitude and a commitment to fostering and engaging youth in the community. Additionally, while she would never admit it, Nan is an inspiring public speaker who can rally the group to the work ahead. We are confident that Nan will be an organized, passionate, and capable leader to maintain momentum, continue collaboration, engage youth, and drive forward!

At VCRD, we are so proud each day that we work in a place where community is real and strong, and where local residents work together to get things done to make their communities the best they can possibly be. It was a great pleasure to work with the residents of Wallingford who stand up for the town and who are lined up for the common good and best future for this wonderful community. We are eager to continue following and supporting your success!

II. The Wallingford Community Visit Process

The Vermont Council on Rural Development (VCRD) Community Visit Program is a structured process that enables a community to identify and prioritize goals, fosters local leadership, and serves as a catalyst for the development and realization of concrete, achievable action plans. **The program in Wallingford consisted of three phases depicted here:**

COMMUNITY STEERING COMMITTEE

03/21/18
21 community
members
representing diverse
interests of the
community met
once to brainstorm
Community Visit
Day Forum topics,
logistics, and
outreach strategies.

COMMUNITY MEMBERS

Over 150
community
members
participated in the
process and 50
have joined task
force groups to
move the work
forward.

Step 1 Community Visit Day 04/26/18

Visiting team members heard testimony from over **100** Wallingford residents in six focus group areas that had earlier been identified by the local steering committee. Notes and issues raised in these sessions are detailed in Part VI. Based on the testimony received, VCRD identified an initial list of the key opportunities before the community (pp 5-7).

Step 2 Community Meeting Day 05/23/18

Over **50** Wallingford residents gathered at the Wallingford Elementary School for the second phase of the Community Visit when VCRD presented the opportunities list and facilitated the review and prioritization of these issues by town residents. The resulting list of priorities (Part IV) were then the focus of the formation of three new Task Forces established to build plans that would address them.

Step 3 Community Resource Day 06/21/18

In the third phase of the Community Visit, over **25** residents gathered at Wallingford Town Hall for Community Resource Day when the three new task forces met with a Resource Team to get organized, build action steps, and consider state, federal, non-profit, and private sector resources that may be available to support their work. The resulting Task Force Work Plans are listed in Part V.

VISTING TEAM

24 Visiting Team members attended, listened to the community, and signed on to serve as resources for the Wallingford task forces. Many can be partners in the work going forward and others can be great sources of advice or connection to other resources. They are listed with contact information in Part VIII. Their recommendations in support of Wallingford's work are listed in Part V.

III. Vision for Wallingford's Future

These points of vision were compiled from vision statements that were shared during Community Visit Meetings and supported by the majority of participants at the Resource Meeting and an online survey. The statements represent broad hopes that the majority of responding residents have for the long term good of the Wallingford community.

Wallingford residents look to a future for the community where:

- The town is an environmentally and economically sustainable community.
- We are resilient for the future.
- Our town keeps its rural Wallingford charm.
- Wallingford maintains its beauty and architecture into the future.
- ❖ We preserve the historic character of the community.
- Wallingford is the gateway to the southern Green Mountains and is known for its developed outdoor resources.
- Our town is a stopping point; a place people want to visit and stay for a while.
- ❖ We find ways to manage the impact of traffic and preserve safe, thriving, and welcoming neighborhoods for people of all ages.
- ❖ We have an economically and demographically diverse community.
- We revive the many activities and events that bring the community together.
- We come together as a community.
- There is strong communication about events, activities, and all the work going forward; people feel connected and informed.
- ❖ We care for the environment—the decisions we make for the future of Wallingford percolate from our care for the land and environment.

IV. Wallingford Priorities

Determined by Wallingford residents at the Wallingford Community Meeting, May 23, 2018

Proving that those who live, work and raise their families in a community are best qualified to understand its needs and potential, Wallingford community members whittled down a list of 14 issues through discussion, reasoned arguments and thoughtful reflection. In the end, voting with red, green, orange and blue stickers, over 50 participants chose three action ideas that offer opportunities to enhance existing resources, and to strengthen the town through exciting new ventures. Residents concluded the May 23rd meeting by signing up for Task Forces in the selected areas.

Wallingford residents selected three priorities for future action:

✓ Expand Wallingford Events and Improve Community Communications and Engagement

There are several wonderful community events in Wallingford throughout the year. However, residents miss past events that no longer occur such as the Wallingford Day, community fireworks, the Christmas Stroll, the town picnic after the Memorial Day parade, and more. A group could come together to bring back those events and start new traditions that will bring people of all ages together. New events could include block parties, regular summer concerts in the park, an open studio weekend, a Fall Harvest Festival, contra dances at the Town Hall, or a chili cook off. The group could also engage local youth to build programs for teens including dances, a "Paint and Pizza" event, recreation and outdoor activities, and more. In order to improve community communications, the group could share events and other community information on a community calendar, through the town newsletter, by social media, and by building an outdoor bulletin board to share flyers and community information. The group could also work to collect and share volunteer opportunities through social media, the town newsletter, and Front Porch Forum.

✓ Support Economic and Business Development

Wallingford is a town with many economic assets including a scenic and accessible location, proximity to outdoor recreation opportunities, holistic health care assets, a walkable village center, quality internet service, and vacant retail space. An Economic Development Task Force could form to leverage these assets and implement a comprehensive strategy to boost economic development as well as work to attract or develop a market in Wallingford. Strategies may include analyzing and addressing what businesses need to locate in Wallingford, identifying financing or tax credit opportunities, attracting businesses to the town that boost commerce, create jobs and align with the community character, and working with businesses to coordinate hours, events, and marketing. Residents see opportunities for a hardware store and other retail, a café or deli, a Village market, a bakery, a brewery, and more.

✓ Build Multi-Use Trails and River/Lake Access & Boost Recreation Capacity

A Wallingford Outdoor Recreation Committee could form to build and maintain a variety of multi-use trails locally and in partnership with the Green Mountain National Forest and other partners and to support and boost Wallingford recreation. Trails could be available for mountain biking, hiking, and backcountry skiing. Additionally, the group could work to improve access to water-based activities such as lake and river access, support stewardship and maintenance, improve and build other recreation infrastructure, and make equipment available through boat and equipment rental. Maps, signage, and events could be developed to make the trails accessible and fun for locals, visitors, and thru-hikers coming off the trail. In the long-term, this group could also explore the possibility of hiring a recreation director for Wallingford that would work in support of these initiatives.

Other Key Opportunities identified by the community:

Along with the three chosen priorities, the key opportunities listed below reflect other potential ideas for action that community members shared on Community Visit Day. Though these opportunities weren't chosen as priority projects through this process, community members may find the list useful as they look to expand on current projects or take on new ones.

Better Connect Wallingford to the Appalachian/Long Trail

Close access to and from the Appalachian/Long Trail is a unique asset. A community task force could come together to better connect Wallingford to the AT/LT through the development and dissemination of town and area information for hikers, signage from the trail to resources in the Villages, and the creation of a rest stop or hostel for hikers that have come off the trail. Additionally, the group could work to share the asset of the Trail through informational brochures, signage, and information about the Trail on the Town website.

Build a Dog Park

Many Wallingford residents would like to see a place to recreate off-leash with their dogs. A task force could come together to plan, seek funding for, build, and maintain a community dog park.

Revitalize the Historic Village Center

Wallingford's historic Village Center is a valuable asset. A Village restoration committee could come together to focus on improving and revitalizing historic buildings and showcasing the architectural heritage of the town. Tasks could include developing a print and digital map and walking tour of historic buildings, working with building owners to preserve and showcase Wallingford's historic identity, and connecting with funding and tax credit resources for Village preservation and revitalization. The group could also work to support and promote the redevelopment of the Odd Fellows building in line with new building ownership and community needs and interests.

Start a Wallingford Farmers Market

A task force could come together to spearhead a weekly Farmers Market. There is one farm stand in town that Wallingford residents appreciate, but they would like to see more options and have an outdoor, walkable market in town. This could be a chance to boost artists and crafters and to attract farmers from outside Wallingford to sell meat, veggies, and other foods. The event could also include prepared foods such as pizza slices from Sal's.

Advance Village Beautification and Signage

A task force could form to beautify Wallingford with a cohesive look for all three Villages. Tasks may include working with businesses, youth and volunteers to install flower boxes, attractive landscaping, benches, trees, and gardens. Improvements in signage in the Villages and at the community gateways could help to highlight the town's many recreational and historic assets and attract passersby to stop and visit. The group could enlist youth and local artists to paint murals in the Village centers that highlight Wallingford's assets and rich history.

Develop or Attract a Deli, Café, or Market

Many Wallingford residents would like to see a local deli, café, market—or a combination of the three—in the Village Center. A café or market would provide the community with access locally to coffee, sandwiches or prepared foods, and fresh produce, and also provide a gathering place in town to meet neighbors and friends and share events and information. A group could come together to explore community or cooperative owned models or work to attract an entrepreneur ready to open a business that meets these community needs.

Expand Affordable Housing

A task force could form to determine the local housing needs and connect with regional and statewide housing partners to fill housing gaps including senior housing, affordable housing, and apartment rentals.

Improve Village Traffic, Pedestrian Safety, and Walkability

Route 7 running through the Village Center can provide easy access to neighboring communities and a chance to draw visitors, but residents are concerned about the noise and the danger of crossing a busy road to access the library, rec fields, local shops, and other community services. A task force could form to address this issue utilizing traffic calming strategies to slow cars and trucks coming through town, and also build pedestrian safety mechanisms such as crosswalks, sidewalk improvements, bike paths, and wide road shoulders. The group could work to redesign and revitalize the Route 7 corridor to improve the safety and walkability of the Village Center. Identifying sites for additional parking could also help to improve the walkability and traffic challenges in the Village.

Advance Home and Business Energy and Electric Vehicle Charging

With the Wallingford village center on Route 7 the town has the opportunity to prepare for the coming wave of electric vehicles by inviting tourists to stop and charge their vehicles while having lunch or taking a walking tour of the town. Charging stations could be developed to meet their needs, as well as those of local residents and employees. A task force could advance charging and also lead on the development of home and business rooftop solar development to save money in the long term while reducing local carbon emissions.



This panel display of ideas for Wallingford's future was presented on Community Visit Day by high school student Amelia Jones sharing the results of her interviews of friends and family in advance of the day.

V. Task Force Action Plans

Resource Meeting, June 21, 2018

Wallingford Task Forces are comprised of community members and an appointed chairperson. On Resource Day committee members worked closely with a facilitator and a visiting resource team to develop step-by-step action plans and a list of human and financial resources to help achieve their goals. This final phase of the program marks the time when residents truly take ownership of the work, and begin the exciting process of turning ideas into action.

✓ Expand Wallingford Events and Improve Community Communications and Engagement

Community Chair: Maria French

Facilitator: Jenna Koloski, Community and Policy Manager, VCRD

Resource Team Members: Bill Moore, Recreation and Economic Development, Town of Brandon

Kevin Wiberg, *Philanthropic Advisor for Community Engagement,* VT Community

Foundation

There are several wonderful community events in Wallingford throughout the year. However, residents miss past events that no longer occur such as the Wallingford Day, community fireworks, the Christmas Stroll, the town picnic after the Memorial Day parade, and more. A group could come together to bring back those events and start new traditions that will bring people of all ages together. New events could include block parties, regular summer concerts in the park, an open studio weekend, a Fall Harvest Festival, contra dances at the Town Hall, or a chili cook off. The group could also engage local youth to build programs for teens including dances, a "Paint and Pizza" event, recreation and outdoor activities, and more. In order to improve community communications, the group could share events and other community information on a community calendar, through the town newsletter, by social media, and by building an outdoor bulletin board to share flyers and community information. The group could also work to collect and share volunteer opportunities through social media, the town newsletter, and Front Porch Forum.

Action Steps

- 1. Review current tools available to share information and events. Use results to build a communication plan, and to identify gaps that need to be filled.
- 2. Based on identified gaps, expand the tools available to the community to share events and information and better communicate with each other. Tools may include:
 - A printed community calendar to be distributed to community members and local businesses/organizations.
 - A bulletin board that is curated to clearly share important info in each Village.
 - A regular (perhaps quarterly) mailed newsletter.
 - Public signage. Perhaps there are creative locations for signage to get around state highway issue with banners, or pursuing the Class 1 designation could allow for posting banners.
 - Connect with other groups in town that are putting on events to be sure to include their events on mailings/calendars and see if there are ways to support.

- 3. Determine event focus for the year. Select 2 or 3 events for the first year to focus on as a group. Explore sponsorship opportunities as well as holding one event as a fundraiser to support the work. Learn about past events and what may have led to ending them. Events may include:
 - The return of the Christmas Stroll to include a tour of historic homes, music, sleigh rides, businesses lit up, and more.
 - Tri-village events such as scavenger hunts to engage all 3 villages and build unity.
 - Recurring events such as an open mic night, concerts at the Wallingford Lodge, group hikes, more informal potlucks/meals, and movie nights.
 - A Wallingford Block Party/Revived Wallingford Day.
- 4. Engage youth! Identify the right contacts at the school to help engage students in event planning and outreach. Invite a group and have free pizza!

Resources

- Students at the school.
- Businesses that could potentially sponsor/support events:

-Mobil	-Community Bank	-True Temper	-Green Mtn Power	-GE
-Sal's	-Vermont Country	-Troy Minerals	(Steve Costello)	-Family Dollar
-Casellas	Store (employee	-VTel	-AT&T	-Cumberland Farms
-Marcels	matches)		-Mac's	

- Vermont Community Foundation could have grant programs available that would contribute to events or
 event series especially if they engage youth and bring the community together. Something that connects
 the three villages could be a good fit for the Spark Community grants. An example could be a Block Party or
 tri-town scavenger hunt. For more information contact Kevin Wiberg at kwiberg@vermontcf.org or 802388-3355 ext. 284. (keep in mind, the group would need to find a fiscal sponsor such as the Town or
 another local organization in order to receive grant funding).
- Bill Moore, Recreation and Economic Development Director in Brandon would be happy to think with the group about events and ways to spread the word effectively. Contact him at bmoore@townofbrandon.com or 247-3636 ext. 213
- Wealthy people in town could contribute.
- The Sparkle Barn is planning to expand capacity for more events and could be a key partner.
- There are talented people locally that can lend their skills if they are asked directly. Nicole at the Sparkle Barn is good at design for promotional materials. There are other volunteers who could help in very concrete and specific ways. There are artists and musicians the group could connect with.
- Island Pond has been very successful with new events in the last couple of years in their downtown and through their Recreation Committee. Reach out to Mike Strait (mike@hearthandhomecountry.com) and Doug Niles to learn more (douglas.niles@yahoo.com). Or check out their community calendar: http://visitislandpond.com/events-and-festivals/ and their recreation Facebook page: https://www.facebook.com/IslandPondAGreatPlaceToLiveAndPlay/

Task Force Members

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Visiting Resource Team Recommendations

After Community Meeting Day, Resource Team members, representing a wide array of professionals from across the state, submitted their recommendations for other potential actions and resources the task force might consider as it moves forward. These recommendations encompass their experience, past success, and consideration of the community's unique assets and needs.

Action Step Recommendations

The committee could start small by choosing a couple of key events to focus on in the first year and go from there as committee capacity and strength grows. The group could focus reviving Wallingford Day and perhaps a town picnic. Then, together they could create an event checklist with duties assigned. Some could focus on raising funds through sponsorships and a town allocation to bring back the fireworks.

The committee could form multiple sub-groups to tackle issues such as marketing, programming, and partnerships to prevent one group from being bogged down. Have them connect regularly to keep everyone on the same page.

It would be great to identify local partners to help with programing such as musicians, local restaurants, artists, etc. There is so much talent in Wallingford!

Evaluate a National Night Out event that could include many aspects of historic events and become a new tradition. National Night Out is a national "campaign" / event that occurs in communities across the country

on the first Tuesday in August. It is also a night that there wouldn't be conflicts with existing traditional events. https://natw.org

The group could find a resident – someone techy that does marketing or builds websites (maybe even a high school student?) – to create a platform for marketing and sharing events.

Use Wallingford's geographic location between Rutland and Manchester to coordinate and time events so there could be maximum regional impact without duplication.

Asking multiple interested stakeholders to participate and enhance the diversity of an event is beneficial if people are being invited to attend from many miles away. Whether visitors are coming to Wallingford to attend a sporting event, concert, or some other festival, having food trucks or carts, art vendors, and activities for kids are other ways to help ensure a robust turnout. Identifying other key dates on the calendar that tend to excite people, such as 4th of July or St. Patrick's Day, could provide other opportunities to drum up momentum and create other events to draw people to the region.

The group could explore outdoor recreation and wellness events (or a Wellness Week) in collaboration with GMNF, the trails and recreation group, or other groups and organizations.

One area to pursue for event promotion is partnerships with radio stations. Radio stations can be powerful allies in promoting festivals, particularly if they have a presence at them, such as a table or allowing one of their personalities be an MC.

Technical Assistance/Peer Connection Recommendations

Connect with folks from Bethel to learn about their downtown revitalization initiatives and successes. Contact bethelrevitalizationinitiative@gmail.com or visit their website at http://bethelrevitalizationinitiative.org/.

There are some great examples out there of community calendars, websites, and social media that are helping with communications (and places where you might share your events as well):

- Rutland Recreation: https://www.rutlandrec.com/events/
- Rutland Chamber of Commerce (they post events for the whole region):
 https://rutlandvermont.com/rutland-killington-regional-calendar-of-events/
- Island Pond Chamber of Commerce: http://visitislandpond.com/events-and-festivals/
- Vermont Calendar of Events: https://www.vermontvacation.com/stay-and-play/events
- Craftsbury Community Events (Craftsbury has been working hard to build a calendar both online and in print that captures events across all parts of the community (school, outdoor center, Sterling College, community groups, etc.): https://www.townofcraftsbury.com/craftsbury-ss-calendar/

The Rutland Regional Planning Commission could assist with outreach materials and market events to draw from other municipalities. Contact Ed Bove at ebove@rutlandrpc.org or 775-0871 x208.

The REDC/Chamber Regional Marketing Initiative could be a way to share Wallingford events and assets. Contact Mary Cohen at mcohen@rutlandvt.com. You may even decide to appoint someone from Wallingford to join the regional marketing steering committee they have gathered with representation from towns in the area.

It can be a great boost to local events to get local Main Street merchants involved. The group could work with businesses on flexible hours during events and on offering promotions and activities – or event sponsoring events. The Island Pond Chamber has made good progress on connecting local businesses to community events. Contact Mike Strait at (802) 723-0470 or mike@hearthandhomecountry.com.

The new Brighton Recreation Program has been very successful at building (and funding) new local events that have been well attended over the past year. To learn more about their work visit their Facebook page at https://www.facebook.com/IslandPondAGreatPlaceToLiveAndPlay/ and contact Doug Niles, Recreation Director, at douglas.niles@yahoo.com.

Consider ways to cross-promote events on statewide or regional sites and calendars. Kira Bacon, head of communications at the Vermont Arts Council may be able to post Wallingford events on the statewide Arts Calendar. Contact kbacon@vermontartscouncil.org or 802.828.5422.

Potential Funding Sources for Community Events and Communication

Local fundraising efforts or fundraising events led by committee volunteers.

Assistance from the Town of Wallingford or other local community groups/organizations (rec committee, rotary, school, conservation commission, etc.)

Sponsorships from businesses or corporate sponsors.

The Vermont Community Foundation may have grants available for community projects or events, especially where they will connect the community and/or engage youth. To learn more about available grants contact Kevin Wiberg at kwiberg@vermontcf.org or 388-3355 x284.



✓ Support Economic and Business Development

Community Chair: Katherine Maclauchlan

Facilitator: Ben Doyle, Community and Economic Development Specialist, USDA Rural

Development

Resource Team Members: **Ted Brady,** *Deputy Secretary*, VT Agency of Commerce and Community

Development

Mary Lamson, Planner, Rutland Regional Planning Commission

Wallingford is a town with many economic assets including a scenic and accessible location, proximity to outdoor recreation opportunities, holistic health care assets, a walkable village center, quality internet service, and vacant retail space. An Economic Development Task Force could form to leverage these assets and implement a comprehensive strategy to boost economic development as well as work to attract or develop a market in Wallingford. Strategies may include analyzing and addressing what businesses need to locate in Wallingford, identifying financing or tax credit opportunities, attracting businesses to the town that boost commerce, create jobs and align with the community character, and working with businesses to coordinate hours, events, and marketing. Residents see opportunities for a hardware store and other retail, a café or deli, a Village market, a bakery, a brewery, and more.

Action Steps

- 1. As the Economic Development Committee, take on the following tasks:
 - a. Develop town revolving loan fund to support local business (perhaps capitalized by community benefit funds from solar project).
 - b. Establish baseline economic indicators and dashboard to measure progress.
 - c. Revise community business inventory.
 - d. Create/enhance town website to promote local business
 - e. Establish marketing plan for community
- 2. Invite resource providers to town to support local business
 - a. Efficiency Vermont
 - b. Small Business Development Center
 - c. Agency of Commerce and Community Development (tax credits)
 - d. Other towns with economic development success stories
- 3. Start/Support the "Save the Building Campaign" (Odd Fellows Block)
- 4. Create a formal protocol for welcoming/celebrating new business in town

Resources

- Rutland Regional Planning Association can provide information for the economic dashboard and provide grant writing support. Contact Ed Bove (ebove@rutlandrpc.org 775-0871 x208) or Mary Lamson (mary@rutlandrpc.org or 775-0871 x206).
- USDA Rural Development has programs that could be used to support community revitalization efforts. Contact Ben Doyle: Benjamin.doyle@vt.usda.gov or 802-828-6042
- BROC Community Action. Contact Tom Donahue who can help with micro business development. Reach Tom at rdonahue@broc.org or 665-1723.
- Vermont League of Cities and Towns.

- Agency of Commerce and Community Development. Richard Amore (<u>richard.amore@vermont.gov</u> or 828-5229) and Caitlin Corkins (<u>Caitlin.corkins@vermont.gov</u> or 828-3047) can provide information on different tax credit programs and the benefits available to designated villages.
- Preservation Trust of Vermont. Contact Lisa Ryan. She can provide advice on historic preservation projects and avenues for potential funding. Contact Lisa at lisa@ptvermont.org or 917-2994.
- Rutland Economic Development Corporation could be a key resource and provide guidance around successful economic development strategies as well as partner on certain initiatives. Contact Tyler Richardson at tyler@rutlandeconomy.com or 770-7067.

Task Force Members

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Visiting Resource Team Recommendations

After Community Meeting Day, Resource Team members, representing a wide array of professionals from across the state, submitted their recommendations for other potential actions and resources the task force might consider as it moves forward. These recommendations encompass their experience, past success, and consideration of the community's unique assets and needs.

Action Step Recommendations

The Task Force could conduct a feasibility study to encompass housing, business, and infrastructure/community facilities. With proposed growth, there is a need to look at the current capabilities of the town and their current infrastructure and emergency services.

The group could form multiple sub-groups to tackle issues (marketing/business attraction/development, funding sources and incentives/attracting a local market) to prevent one group from being bogged down. Have them connect regularly to keep everyone on the same page. Have each group connect with partners who can help with their specifics needs and questions.

It may be a good idea to tackle planning first to ensure you are addressing the right issues. For example, a parking study to identify issues and solutions or business plans to ensure a new store or cafe really meets the

community's needs. The group could explore feasibility studies to see if there is an appetite for a large fundraising campaign for community-oriented projects.

The group could investigate what it would look like to have the municipality take over the road through the village center, which will ease the installation of non-vehicular infrastructure, allow the town to change the look and feel of Route 7 to be a "Main St." vs. a drive-through on the way south, make it more bike/ped friendly, and allow free use and design of wayfinding signage, etc. RRPC could be a partner and could possibly fund exploratory work on this. See below for contact info for Director, Ed Bove.

The group could advertise the updated zoning regulations, which relax building use and form standards in the village center as well as the high-speed internet capacity of the town to attract employees/employers interested in a remote-based workforce.

Build out the committee to include more local business owners, a member or two of the town government, and a high school student to expand engagement and buy-in.

The Task Force could recognize the power of outdoor recreation as a major economic driver and connect to the group working to build out trails and recreation in town.

Work with the Rutland Economic Development Corporation (REDC) to match zoned industrial and commercial areas with potential businesses. Ensure that vacant properties are listed on DED's Site Locator (http://accd.vermont.gov/economic-development/properties).

In many towns, a public art project can spur community engagement and development. Identify one location in Wallingford (a wall, a park, a storefront) and get a group of neighbors together with a local artist to reenvision it.

Technical Assistance/Peer Connection Recommendations

VTrans could be a partner if the group decides to pursue traffic calming and enhancing the pedestrian experience. Contact Jon Kaplan (jon.kaplan@vermont.gov) and/or Joe Segale (joe.segale@vermont.gov).

While Wallingford has three designated village centers and not a designated downtown, there are designated downtown organizations throughout Vermont implementing best practices around economic development and community revitalization. The group could connect with those groups to learn more. For advice on who to reach out to contact Gary Holloway who coordinates the Downtown Program at the Department of Housing and Community Development at gary.holloway@vermont.gov or 828-3220.

Rutland Economic Development Corporation could be a key partner in providing guidance, assistance, and potentially seeking funding opportunities. Contact Tyler Richardson at tyler@rutlandeconomy.com or 770-7067.

The Lightning Jar co-working space in Bennington is a great example of a locally driven effort to support local businesses. Contact Dimitri Garder at dimitri@lightningjarvt.com or visit http://www.lightningjarvt.com.

One of the best models for revitalizing a small downtown and attracting new businesses and creative entrepreneurs is the Bethel Revitalization Initiative. With a small corps of passionate volunteers, they created pop-up galleries and restaurants and showed the community what their downtown might look like: http://bethelrevitalizationinitiative.org/ Rebecca Stone was the moving force behind the Bethel Revitalization Initiative. She is a wellspring of energy and ideas, and may be available as a consultant: rebecca@communityworkshopllc.com.

WonderArts in Greensboro is in the early stages of a very creative community engagement process around a potential incubator space in their town. They may be willing to share ideas and experiences. Contact Ceilidh Galloway-Kane, Executive Director at ceilidh@wonderartsvt.org.

Michele Bailey, program director at the Vermont Arts Council is a good source of info on creative place-making (revitalizing public places through the arts). Contact Michelle at mbailey@vermontartscouncil.org.

Small business development organizations such as Community Capital of Vermont or the Vermont Small Business Development Association could be resources in thinking about strategies to cultivate and develop small businesses in Wallingford. They could be invited to the community to help strengthen existing businesses and possibly new start-ups. The SBA also routinely sponsors roundtables around Vermont to facilitate entrepreneurs getting connected to technical assistance and financing. A roundtable (or series of roundtables) in Wallingford could include representatives from SBDC, VCLF, Community Capital, and area commercial lenders. To start, contact Darcy Carter at the Vermont SBA district office at 828-4422 x203 or at darcy.carter@sba.gov.

The group could explore how much Wallingford has been able to leverage using their Village designation in designing economic development strategies. Julie Ifland, the Executive Director of the Randolph Area Community Development Corporation is a great resource in understanding how downtowns and villages can access resources and she may be willing to connect to share her experience. Julie can be reached at 728-4305.

Potential Funding Sources for Economic Development

The VT Department of Housing and Community Development – Contacts for technical assistance, grants, and strategic planning. Contact Gary Holloway, ACCD, Downtown Program Coordinator – gary.holloway@vermont.gov or 802-828-3220 or Richard Amore, Planning and Project Manager – Richard.amore@vermont.gov or 802-828-5229. Vermont Community Development Program or Municipal Planning Grants could provide funding to conduct a comprehensive economic development strategy.

The Rutland Regional Planning Commission could fund a corridor study for the town to help with the process to explore taking over the highway through the Village and efforts to address traffic calming. Contact Ed Bove at Contact Ed Bove at ebove@rutlandrpc.org or 775-0871 x208.

USDA Rural Development – There are a variety of grant and loan programs available to support business and economic development. Contact Ben Doyle for more information: Benjamin.Doyle@vt.usda.gov or (802)-828-6042. A Rural Business Development Grant could be used to address a feasibility study. Community Facilities Technical Assistance and Training (TAT) Grant Program Assists communities in identifying and planning for community facility needs; Identify resources to finance community facility needs from public and private sources; and can assist in preparing reports and surveys necessary to request financial assistance to develop community facilities.

Historic Tax Credits – This resource available for building façade and historic preservation, improvements, ADA accessibility, code improvements and technology upgrades – Contact Caitlin Corkins from ACCD at Caitlin.Corkins@vermont.gov or 802-828-3047 or visit http://accd.vermont.gov/historic-preservation/funding/tax-credits

Municipal Planning Grant – Downtown Master Plan or other implantation plan to help support town capital improvement plan and other future planning goals. Contact Faith Ingulsrud for more information Faith.Ingulsrud@vermont.gov or 802-828-5228 or visit http://accd.vermont.gov/community-development/funding-incentives/municipal-planning-grant

The Better Connections Program is an implementation focused planning grants to support transportation investments that build community resilience. Aside from the actual grants available to applications, Richard Amore of ACCD and Jackie Cassino of VTrans are both professionally trained planners and will have insights to share about how to frame and/or approach the issues. Contact Richard Amore from ACCD Richard.Amore@vermont.gov / 802-828-5229or visit http://vtrans.vermont.gov/planning/projects-programs/better-connections.

Preservation Trust of Vermont can be a resource for preservation projects and other community initiatives and has some funding to help with planning and assessments. Contact Jenna Lapachinski at jenna@ptvermont.org or Paul Bruhn at paul@ptvermont.org.

Vermont Arts Council – Animating Infrastructure Grants can support a variety of projects to enhance buildings, trails, parks, and streetscapes. http://www.vermontartscouncil.org/grants-and-services/organizations/animating-infrastructure. 828-3291

Vtrans Bicycle and Pedestrian Program – scoping studies, design and implementation grants for bicycle and pedestrian construction projects – contact Jon Kaplan for more information – <u>Jon.Kaplan@vermont.gov</u> or 802-828-0059 or visit http://vtrans.vermont.gov/highway/local-projects/bike-ped.

Vermont Community Foundation: Spark Community grants and other funding sources. Contact Kevin Wiberg at kwiberg@vermontcf.org or 388-3355 x284.

The Vermont Natural Resources Council provides small grants for Smart Growth. Contact Kate McCarthy at kmccartly@vnrc.org.

Two regional nonprofit organizations that have access to federal and state resources are Neighborworks of Western Vermont and Housing Trust of Rutland County. While their work is primarily in housing, they each have community development expertise.



Community members participating in one of the forums on Community Visit Day.

✓ Build Multi-Use Trails and River/Lake Access & Boost Recreation Capacity

Community Chair: Jeremy Krohn

Facilitator: Paul Costello, Executive Director, VCRD

Resource Team Members: Michael Debonis, Executive Director, Green Mountain Club

David Francomb, District Ranger, Green Mountain National Forest

Emily Lauderdale, Recreation Program Manager, Green Mountain National Forest

A Wallingford Outdoor Recreation Committee could form to build and maintain a variety of multi-use trails locally and in partnership with the Green Mountain National Forest and other partners and to support and boost Wallingford recreation. Trails could be available for mountain biking, hiking, and backcountry skiing. Additionally, the group could work to improve access to water-based activities such as lake and river access, support stewardship and maintenance, improve and build other recreation infrastructure, and make equipment available through boat and equipment rental. Maps, signage, and events could be developed to make the trails accessible and fun for locals, visitors, and thru-hikers coming off the trail. In the long-term, this group could also explore the possibility of hiring a recreation director for Wallingford that would work in support of these initiatives.

Action Steps

- 1. Develop a Wallingford Map for Trails and other recreation assets that includes all trails and access points, dirt road rides, water access points and VAST trails and also includes key businesses in town.
- 2. Work with other Wallingford Task Forces to develop a system of signage starting with downtown four corners signs to Elfin Lake and up to National Forest Access and ultimately include signs for all town recreation assets, including waysigns to town and assets from the Long Trail to town.
- 3. Connect to the Vermont Mountain Bike Association to develop a Southern Rutland County VMBA Chapter and set trails to connect through neighboring towns including the potential for a big south Rutland loop through multiple communities.
- 4. Identify the best sight and work with local landowner to get permission or an easement to build a canoe and kayak access point on Otter Creek in South Wallingford.

Other Priorities for the Future

- Explore the development of lodging opportunities for through hikers—from tent sites to potential Bed & Breakfast opportunities.
- Inventory logging roads and places for potential mountain bike trail development and Nordic skiing; and get ahead of planning for Velomont (the trail planning to run the length of Vermont) by designing a route through Wallingford.
- Modify and improve trails near Stone Meadow—widen for multiple uses including hiking, biking, skiing.
- Do research for potential conservation/recreation purchases or easements over time to build community recreation assets.

Resources

- Vermont Mountain Bikes Association to attract riders and energy for the development of regional trails and to support the development of a local chapter. Executive Director Tom Stuessy can be reached at tom@vmba.org.
- The Green Mountain Club can help with advice, signage and other assistance. Contact Mike Debonis at mdebonis@greenmountainclub.org or 241-8212.

- VOREC leads a pilot program for outdoor recreation, trails and marketing. The best contact to learn more
 about VOREC would be Jessica Savage at the VT Dept of Forest, Parks, and Recreation. She would also be a
 great source to learn more about Parks and Recreation grant opportunities. She also knows a great deal
 about trail building and could help with advice and guidance. Reach Jessica at jessica.savage@vermont.gov
 or 249-1230.
- U.S. National Forest Service can help with technical assistance, staff help and potentially grants. Contact David Francomb at dfrancomb@fs.fed.us or Emily Lauderdale at elauderdale@fs.fed.us.
- Catamount Trails Association. The Executive Director Matt Williams can be reached at mwilliams@catamounttrail.org or 864-5794.
- G.E. has a team of workers who could rally to a project.
- Vermont Youth Conservation Corps. Contact Breck Knauft at breck.knauft@vycc.org.
- Vermont Housing Conservation Board may have funding to help local groups hire grant writers and could help lever that assistance to Wallingford. They also have small grants available for public recreation projects. Contact Karen Freeman at 828-5067 or karen.freeman@vhcb.org.
- Angus McCuster does maps for RASTA, the Forest Service, and other groups; he could help with mapping assets.
- Vermont River Conservancy and VT Adaptive Sports could be helpful in grant writing, funding and technical assistance on river access issues.
- Land access groups like Vermont Coverts or VT Woodlands Association could be important allies.
- Gravel Road Tour Company could be asked to run some tours and events in Wallingford.

Task Force Members

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Visiting Resource Team Recommendations

After Community Meeting Day, Resource Team members, representing a wide array of professionals from across the state, submitted their recommendations for other potential actions and resources the task force might consider as it moves forward. These recommendations encompass their experience, past success, and consideration of the community's unique assets and needs.

Action Step Recommendations

Wallingford could work to recruit and build a local/regional trails committee. This committee could discuss the maintenance and management of current trails, and develop future pathways. Inventorying current assets and potential areas of trail development could be a good starting point. This may include resources in neighboring communities as well.

Simple maps could be developed and distributed to citizens and tourists and local eateries, lodging, and municipal buildings.

A community survey of residents, second homeowners, and visitors could be a way to identify recreational interests and needs. Once the survey is complete, an inventory could be conducted to identify whether and where the resources are available to meet preferred needs and develop programs and facilities.

Identify and develop a centralized location for people to be led to and from the trails, where information and maps can be provided as well as other resources and amenities.

The group could look for partners at the local, regional, and state level who have experience with this type of work and build off their efforts. There is no need to reinvent the wheel as many groups have done these projects before.

Consider starting by marketing the community as a gateway to the National Forest and the trails and recreation resources already available. Help to direct and draw people to the town through the existing resources. There are grant opportunities to build and construct trails but there are fewer financial opportunities to maintain trail systems once established.

Partner with the town's existing Recreation Committee to expand and support existing efforts.

The community could promote recreation opportunities online. The group could connect with the Wallingford website and other regional websites and social media to see if there could be a space for recreation opportunities and to build this as a key feature of the town brand.

Community events that visit and celebrate the natural resources in the community and Wallinford's recreation assets could be a great way to engage residents in the effort. The group could consider organizing fun outings like the Halloween Bike Ride that Local Motion organizes each year in Burlington. Events could be educational-or just for fun--and feature activities, music, and food.

Technical Assistance/Peer Connection Recommendations

The Rutland Regional Planning Commission could assist with mapping and signage for a Wallingford Outdoor Recreation Committee at little or no cost to the town.

Contact Ed Bove at ebove@rutlandrpc.org or 775-0871 x208.

Green Mountain National Forest personnel will be key partners in this effort. Contact David Francomb at dfrancomb@fs.fed.us or at 222-1833.

The Vermont Mountain Bike Association would be a critical contact if Wallingford decides to pursue becoming a mountain bike destination and chapter of VMBA. Contact Executive Director Tom Stuessy at tom@vmba.org.

In Bristol, VT, a group has formed to build a trail around Bristol and has already developed pieces of the trail to build recreation opportunities close to the Village Center. It might be interesting to connect with those folks to learn more about their work and how they have structured and moved forward. Check out the Bristol Trail Network website to learn more http://bristolrecclub.org/bristol-trail-network/.

It could be helpful to visit with other communities that have built various models of outdoor recreational programs, facilities, and trails to learn what has worked well. Some examples of communities that might be helpful include Hinesburg (Town Forest development), Swanton (Outdoor Recreation Task Force), East Burke (development of Kingdom Trails), and Waterbury (Waterbury Area Trails Alliance). RASTA would be an excellent model as they worked through connection with the National Forest (Zac Freeman zac@jsfreeman.com or 272-6214.

Tim Tierney, formerly of Burke's Kingdom Trails is the go to person in Vermont when it comes to trails and associated economic development. Tim now works at the Agency of Commerce and can be reached at tim.tierney@vermont.gov or 505-5496.

A Task Force in Swanton has been successful in working with the regional planning commission to map trails and develop signage to highlight outdoor recreation assets in town. To learn more about their efforts contact co-chairs Betsy Fournier (betsy.fournier16@gmail.com) and Ron Kilburn (swanza@swantonvermont.org).

The Vermont Recreation and Parks Association could be a resource for learning from other recreation programs around the state and connecting with other volunteers and professionals. Contact Betsy Terry at 802-878-2077 or info@vrpa.org. The group could consider joining the VRPA to utilize helpful tools and connect with other recreation programs around the state.

The Department of Forests, Parks & Recreation is in the process of developing up a number of initiatives to support outdoor recreation, including a rec friendly towns program that Wallingford might participate in: http://fpr.vermont.gov/VOREC

Potential Funding Sources for Recreation and Trails

USDA Rural Development has a variety of grant and loan programs available to support community infrastructure including signage, community facilities or trails. Contact Ben Doyle for more information Benjamin.Doyle@vt.usda.gov or (802)-828-6042. http://www.rd.usda.gov/vt.

The Vermont Outdoor Recreation Economic Collaborative (VOREC) may be a resource for assistance or funding. Contact Jessica Savage, the Recreation Programs Manager at Forest, Parks, and Recreation at jessica.savage@vermont.gov or 249-1230

The Better Connections Grant Program through the Agency of Commerce/VTrans could be a good program to help with planning to better link outdoor recreation assets with downtown. Contact Richard Amore at the Department of Housing and Community Development to learn more at richard.amore@vermont.gov or 828-5229.

Vermont Recreational Trails Program offers recreation oriented assistance. It could be a source for East-West Connector trail planning, design, or construction. Contact Sherry Winnie at sherry.winnie@vermont.gov or 802-760-8450. http://fpr.vermont.gov/recreation/grants/rtp

Vermont Community Foundation Small and Inspiring Grants for community building and civic engagement projects could be a fit for funding. Contact Kevin Wiberg at kwiberg@vermontcf.org or 388-3355 x284.

New England Grassroots Environment Fund grants for environmental or community organizing (603-905-9915).

Vermont Housing and Conservation Board Public Outdoor Recreation Grants. Contact Karen Freeman at karen.freeman@vhcb.org or 828-5067.

Recreation Trail Program grants administered by the VT Department of Forest, Parks and Recreation could be used to assess trail conditions, maintenance and for capital improvements. Contact Jessica Savage at jessica.savage@vermont.gov or 802-249-1230.

The Agency of Natural Resources Land and Water Conservation Fund has grants administered by ANR and Forest, Parks and Recreation. Jessica Savage (802-249-1230) can assist in working towards grants that could help in acquiring land as well as planning and development of new and renovated recreation facilities.

VI. Wallingford Town Forum Notes

Compiled from focus group discussions held with over 180 Wallingford residents and the VCRD Visiting Team on April 26, 2018

Although the prioritization work of the Wallingford Community Visit Program requires a town to decide what is most important as it moves forward with Task Forces, nothing is lost in the process from the long list of concerns and ideas expressed in early community focus sessions. Many interesting and diverse thoughts are represented here, and are presented as a reminder of issues explored, and a possible foundation for future projects.

Community Communications, Events & Celebrations

<u>Visiting Team</u>: Ben Doyle, Gary Holloway (facilitator), Jenna Koloski (scribe), Julie Moore, Haley Pero, John Sinclair, Tim Tierney, Kevin Wiberg

What are the Assets in this Area?

- The town office does a community newsletter that is in print and online.
- We have recreational assets such as Stone Meadow, a ballfield, playground, and rec fields.
- We have an cctive FPF group which has calendar.
- The Town has a public beach.
- Green Mountain National Forest (Wallingford is a gateway).
- We are close to Appalachian Trail. Thru-hikers come through town
- The Conservation Commission hosts a cabin fever fun day.
- The library is an asset.
- Annual Rotary fishing derby and lobster fest.
- We used to have a Family Fun Day (but it hasn't happened for a few years).
- We have a Christmas bizarre the first Saturday in December.
- Memorial Day Parade.

- Tag and Craft Sale (Sunday of Memorial Weekend on Main St.).
- S. Wallingford grange hall hosts activities for young families. They can accommodate a couple hundred people.
- We have several good community spaces The Rotary Building, town offices, and school spaces.
- There are community movie nights and art classes at the Sparkle Barn.
- The Boys Camp on the Lake can be rented. It is booked solid a year in advance for weddings.
- We have a wonderful pub and restaurant.
- We have a strong Town Rec Committee.
- Open studio weekend.
- There are excellent artists and crafters in the area.
- There are existing maps of rec trails and fields with a walking tour of historic downtown.
- Bike Safety Day.

What are the Challenges?

- The sporadic nature of events.
- Lack of event day coordination.
- No umbrella group or organization for communications.
- Bringing in younger people and new people.
- Can only post events twice on FPF calendar.
- We used to have a lot more events such as alumni parade, and the Family Fun Day.
- Lack of event organizers and volunteer capacity.
- We need the next generation of volunteers to step up.
- Volunteers don't know about the opportunities and what other organizations are doing and need.

- It is difficult to email to a large group of residents due to spam filters.
- There is limited time for parents who are transporting kids for extra-curricular activities.
- There are 3 villages.
- Loss of general store. It used to be a gathering place and now it is a vacant spot downtown.
- Closure of deli and loss of community bulletin board near the post office and ATM.

Opportunities: What Should Be Done?

- We need a single point of contact for maintaining and events calendar.
- The Town committee chairs should be sharing minutes with other committee chairs.
- Build a community Bulletin Board near post office and at the Town Hall
- Build a sheltered bus stop with a bulletin board.
- Find more opportunities for Rotary youth programming and community service. Engage the Interact Club with community projects.
- Protect historic artifacts in spaces that are used for multiple purposes.
- Build a clearinghouse of volunteer opportunities. Find a volunteer opportunities coordinator.

- Develop a group e-mail chain of folks representing community organizations.
- Proactively communicate and engage with each other.
- Compile a list of volunteer needs monthly in the town newsletter.
- Start a town email list-serve to distribute newsletter.
 Determine the best way/ways to distribute it through multiple means of communications.
- Start a Town calendar on the Town's website. Can that be an opportunity to communicate volunteer needs and opportunities?
- ServeGR (Grand Rapids) could be a model of posting community volunteer needs and connections.
- Bring back the bulletin board. The building is owned by an out of town private owner.
- Create event reminders and alerts.
- Utilize area sandwich boards and rotary banners to advertise community events.
- Hold a Wallingford Community Day at the ball field with fireworks.
- Coordinate when events should happen and dates to avoid.
- Have a picnic/pot luck after the Memorial Day parade The parade used to end at the Boys Club on the lake.

- The Rec committee would be happy to meet with other groups in town to coordinate. Patricia Nash has volunteered to be a point person.
- Explore using the town website for more communications, a volunteer clearinghouse, and an events calendar. Maybe have high school students volunteer to support this.
- Create a Wallingford Community Facebook page with a couple of administrators. The Conservation Commission has a FB page and would like to link with other groups.
- Have lake access available longer (students operate concessions and lifeguard.) Post as "swim at your own risk."
- Maybe the lake could be operated as an entrepreneurial enterprise.
- Update town maps of historic buildings, trails and rec opportunities.
- Hold a Fall Harvest Festival.
- Create Ice skating in the rec field. It used to happen there.
- Start a Community Concert Series.
- Make sure the Appalachian Trail is feature on Website so that it comes up in web searches.
- Bring back the Christmas Stroll and engage more and new volunteers.
- Plan for volunteer succession.

Reflections of the Community Visit Team

- There is a great sense of community volunteerism here and a strong town staff. Interestingly, there is a lot of overlap with ideas shared by Wallingford High School students at their forum such as rec activities, music, and other events.
- Other communities are getting behind more events and celebrations. There are models for how to expand events and build volunteerism and engagement.
- The Boys Camp that is town owned could it be utilized more for events?
- Thru-hikers seem like such an opportunity! Maybe the town could organize and event or "trail magic day" to better
- There are so many great resources in town, but it is clear that more coordination is needed.

- The Calendar and volunteer coordination seem like a great starting point.
- There are already so many events and there seems to be capacity, but the issue seems to be coordination. Can disparate groups be pulled together?
- It is important to think about the purpose of events. Are they
 just for residents or do you want to bring in folks from out of
 town? That is up to the community to decide what is more
 important.
- Communications is a priority issue for a lot of small towns.
 Could different group leaders meet quarterly, for example?
- There are volunteers and there are leaders. Both are key, but the leaders play a critical role in training others to take the lead and building in the next generation of leaders on key events and groups in town.

Wallingford's Identity

<u>Visiting Team</u>: Ben Doyle (facilitator), Gary Holloway, Jenna Koloski, Julie Moore, Haley Pero, John Sinclair, Tim Tierney, Kevin Wiberg (scribe)

What are the Assets in this Area?

- A big part of our identity is that we have a strong community.
- People outside see Wallingford as having a strong community.
- We're the best kept secret a lot of people don't know that we are so strong.
- I see Wallingford as three distinct communities (East, South, Wallingford) but they really are one community.
- The Green Mountain National Forest and White Rocks is a key asset that links all three Village Centers.
- Wallingford has an amazing conservation land and a lot of people aren't aware. We have 45 acres and within that there is lake, vernal, woodland, meadowland – this is a huge asset. Amazing environmental habitat.
- Thru-hikers go past Wallingford and they don't understand the value of stopping here, but it could be a huge benefit.
 Wallingford could be a destination.
- I appreciate the natural beauty and the peace and quiet.
- We used to be the "pretty place" on Rt. 7.

- We have a unique Main Street with architectural features.
 We used to have students come to study those buildings.
- It is a great place to grow up and raise kids. Small enough not to worry, but big enough that there are enough things for kids to do.
- The Boy with the Boot Fountain is world-known as part of our identity. He comes down in the winter.
- Elfin Lake park, recreational assets people come from all over to visit.
- The people are a big part of Wallingford's identity. People are willing to step up when someone needs help. People wrap around each other.
- We used to have an amazing sense of community that has dissipated over time. The asset is the history of those events.

- Wallingford is in a bubble of safety for children. I am comfortable with my kids walking where they need to be in town. I made sure to stay in town because that was important to us.
- The Rotary auction was key to Wallingford's identity in the past.
- We have various types of health care services in our town –
 dental, chiropractic, health center Lenny Burke and Serenity
 House, Emmas House.
- We are not too far from Okemo "there are good bones here"
- We are the only traffic light between here and Bennington we are a Village. It feels like we're a "place."

What are the Challenges?

- In recent years, businesses have closed which takes away from the centrality and the beauty of the Village. We are losing our identity.
- We "used to do and have" a lot of things. As a town, we can't seem to keep up with all of the things we used to do. We aren't entirely sustainable. We are affected by outside economic forces - what are the things that are in our control? Are you children and grandchildren going to be able to live here?
- The 3 separate villages is a challenge. They have different character, but we are one town. We are not centralized.
- We are an aging community. The school is down to 1/3 the size of what it was 20-30 years ago.
- In 1975 a realtor suggested they didn't want to live in Wallingford. It was kind of a "wild west" that straightened

- out. The other day, someone said "oh you live in the ghetto" maybe it's the empty houses around me, houses falling down...vacancies in the downtown.
- The Main Street is noisy due to traffic on Route 7 and noise from trucks.
- Wallingford is dominated by land in the National Forest. Our geography is limited by that. It limits affordable housing on small tracts. We are limited to where development already is.
- Not taking care of our town hurts everyone. We need to take care of our town's identity to make sure that people want to live here and do business here.
- We may not have a sense of what our identity is collectively.
 There isn't a common idea. For example, there are differences around the concept of affordable housing.

Opportunities: What Should Be Done?

- We should build a dog park in Wallingford. There is a flat area crying out to be fenced in. It's good for dogs and people. It's a gathering place. (It could be built as a separate dog park, or could be on existing conservation land).
- I would like to have QR codes on historic houses and other highlights so people stop and can walk the community and learn about it. We have all of the information, we just have to put it on.
- The Rotary is a jewel. It is the boyhood home of Paul Harris. That's important to share.
- We should do a project at the Elementary School to profile the town, interview people and take pictures, to show the community who we are.
- We should have a mini farmers market in town once a month. Farmers could sell, crafters could have crafts, bands could play, Sal's could sell pizza by the slice. Parking is an issue so we would need to address that.
- It would be nice to bring together other community members and artisans.
- If we can't do it in a place, we should figure out how to connect people in a digital way like a time and skill trade online.
- Rutland Rail Way rips the trees and branches apart every couple of years. A group could work to develop solutions to

- address concerns over spraying and cutting along the railroad.
- The town of Wallingford could do murals on village buildings.
- We should have soccer programs down at the park.
- We need an open spot at the park that could be for skating.
- We should do an outdoor market.
- More events at the library.
- Swimming lessons.
- Fishing clubs.
- We need a coffee shop and/or a deli downtown.
- Pancake breakfast with Santa at Christmas time.
- We should have a student representative on each committee at the end to make sure there is more stuff for kids.
- We should leverage fishing opportunities to bring people in to town.
- We have great hunting.
- We should develop brochures on key assets like in Brandon where they have several brochures. Brandon got a grant to put those together. Before that it was all up on their website. We should look at what other communities are doing and how they are sharing their identity with the world.
- We need to develop the Village to have something like a coffee shop and merchant presence downtown.

- We should point out key assets like Elfin Lake with signage. It
 would be nice at the main intersection to read what is in
 town (especially since we have a stoplight!). We should
 improve wayfinding signage.
- We should hold events that let people get to know our neighbors.
- In Brandon they have an annual fair with a bounce house and contests. That would be fun to do here to celebrate Wallingford. We should bring back Wallingford Day.
- We could do street/block parties. We should bring back the fireworks.
- We should bring back the Wallingford summer festival with booths lining both sides of Route 7, rides, horses, etc. We should have a community wide event that would include everyone.
- We are working to revitalize a small scale Wallingford Day this year.
- We need to do something about the noise on the highway.
 We should look into traffic calming or noise mitigation issues.
 We should talk to other towns on Route 7 that have complained about this and see what they have done.
 We should form a task force to address this issue.
- Continue to revitalize the crime watch. It's an email subgroup now, but the work has continued.
- The Rotary and the school used to schedule trick or treating night so parents knew how many kids could come and it was

- safe. We should go back to that to make it safer for kids at Halloween. It could be an evening of community. Now that our building is handicap accessible, we could bring back the costume party at the Town Hall.
- Build more organization and structure around Little League and other sports.
- We need a volunteer clearinghouse so people can know what the opportunities are and connecting people with jobs that are needed.
- We should utilize the Boys Camp again during the off-season or during the week for community events.
- Wallingford is a gem and people outside don't know it. Do people want people to know it? Should we be marketing Wallingford outside of the community?
- We need to build community events. The Town Hall would be fantastic for a contra dance. That could help to build a tight community.
- We could do a chili cook off in September.
- The town should have a teen Facebook page. Someone would need to facilitate, but it could be pictures of the community. Teens could post on it and share ideas.
- We should do a teen dance here. The school doesn't have a Froshmore dance anymore and they took away other dances.
- Wallingford should have self-sufficiency with groceries, coffee, etc. Those types of institutions build identity.

Reflections of the Community Visit Team

- The youth in your town know what is needed and that is exciting. I hope everyone heard the idea to have youth representation on town commissions and councils. That is a fabulous idea and would be great to see it happen.
- Wallingford "the gem in the green mountains" "stop at the only traffic light between here and Bennington" "Wallingford where nature, history, and recreation create community" – you know what you have, it's now about how to take action.
- The Agency of Natural Resources runs a program to make gear available for people to borrow to try something new. Maybe there is an opportunity to provide those sorts of experiences for people passing through. There are so many natural resource attributes. There was a theme about walking - trick or treating, school, library – what can you do to emphasize the walkable center as an attribute?
- I was struck by the strong sense of internal identity. It would be great to think about multi-generational things you could do. Older folks could share skills with younger folks, while younger folks could share technology etc. A timebank could be multigenerational. A community coffee shop or general store would be great.
- You have so much going for you! There is passion in this
 community from kids in school to families bringing their kids
 back here to raise families. You have a sense of community.
 you're the gateway to natural resources, but also a gateway
 to a community people want to be in and engage in. The big

- question is it for yourself, outsiders? What is the message? The more I hear, I think you're trying to find it for yourself. One idea might be "National Night Out" it's the first Tuesday in August. It is mainly in cities, but no reason you couldn't do that in a smaller community. There is a connection with crime watch/policy, but a way to connect with neighbors.
- You are already really far in the process around understanding your community. You want to come together and celebrate. There are differences but I'm hearing a lot in common. People have chosen to come to Wallingford for the quality it has. The community will need to address the purpose of events - attracting new people, or for our community? You could do both. You have to travel through town. It wouldn't take long to capture someone here if you want to and let them know what the community is all about.
- The walkability is a key asset. "Walking Wallingford" there
 is something to that. Something to sell and celebrate. Towns
 can take what they love for their own citizens and share it –
 it's authentic and grew organically. If you're open to share it,
 people feel it and share it.
- Do it for yourselves! Build a strong community where people want to be here because they see a thriving community.
 Their investment will pay dividends and create a virtuous cycle.

Recreation & Natural Resources

<u>Visiting Team</u>: Ben Doyle, Gary Holloway, Jenna Koloski (facilitator), Julie Moore, Haley Pero, John Sinclair, Tim Tierney, Kevin Wiberg (scribe)

What are the Assets in this Area?

- Lake Elfin is a summer recreation asset that belongs to the town.
- · White Rocks.
- · Green Mountain National Forest.
- · Otter creek for fishing and canoeing.
- The Long Trail and Appalachian trail.
- We are a beautiful valley with the Green Mountains and Taconics on either side.
- We have good cross country skiing in E. Wallingford.
- VAST Trails.
- We have a Town Rec area with a ball field, tennis court, and playground.
- Stone Meadow has a series of trails for walking, hiking, snow shoeing, and skiing.
- There is a boat launch for Otter Creek.
- Beautiful walkable country roads with views.
- · Hunting and fishing opportunities.
- Wildlife.
- Wallingford Pond.
- We have an interesting history.

- Summer rec program.
- Wallingford Rec Program.
- Boys Camp on Elfin Pond/Wallingford Lodge.
- Wallingford Little League.
- The library hosts a lego club, Yoga, Knitting, bone building, and book discussions. It is a community asset.
- We have a walkable town with sidewalks.
- There are flyers with scenic walking routes in the village and for Stone Meadow.
- We have flag football in the fall (6 feeder towns).
- Good afterschool program at the elementary school.
- Homer Stone trail head.
- Designated National Recreation Area established in the '80s.
- Rocky Pond.
- Griffith Lake.
- Community presentations on natural resources.
- Accessibility awareness, handicapped accessible trail at Stone Meadow.
- Annual Bike Safety Day.

What are the Challenges?

- The fishing hole under Elm Street bridge is overgrown with barberry which is also a host for mice which harbor deer ticks.
- Most of Otter Creek is inaccessible because of poison ivy.
- Invasive plants are a challenge. Chervil is growing on Sugarhill Road and there is Wild parsnip and Japanese Knotweed.
- Public safety. There are dark spots that are difficult to monitor and that leads to vandalism.
- Parts of town have discarded needles. Elm St. Bridge is one spot they have been found.
- The School St. sidewalk is dangerous especially for those in wheel chairs or who have trouble walking.
- Crossing Rte. 7 can be dangerous. Cars run the red light. It is the only place there's a crosswalk.
- People using side streets to avoid the light leads to speeding and congestion on the smaller side streets.
- It is difficult biking on Rte. 7 and Rte 140 because there is no shoulder. Creek Road is dangerous as well.

- No real mountain biking opportunities.
- Lack of summer bike trails in the forest.
- Recreation resource leaders are kind of burnt out, lack of coordination.
- We don't have a local soccer program.
- The trail to Wallingford pond used to be a road. It is now washed out and destroyed. It's nearly impossible to hike on beyond the parking lot.
- There is a gap in communicating back country recreation opportunities.
- Inadequate parking at rec field and going up to the Pond.
- Heading north on Route 7 there is no shoulder whatsoever. It is not safe for walking or biking.
- There is no real signage for rec opportunities.
- No places for visitors to stay.
- Dog waste on rec fields.

Opportunities: What Should Be Done?

- We should develop mountain bike trails and other multi-use trails in partnership with GMNF.
- Develop signage for rec assets and opportunities.
- Use the Wallingford website for rec assets/opportunities maps. Identify good places to walk, hike, bike, etc.
- Create an investment opportunity for an entrepreneur to create places for visitors to stay.
- Use rec assets as a marketing message to attract new residents.

- Hire and pay someone to manage the town's rec activities.
- We should be getting our own kids outside to experience rec assets.
- Make snow shoes available at the library for people to check out—expand to include skis and fishing rods, etc.
- Create an Appalachian Trail rest stop.
- Start organized rec events for adults.
- We need another boat launch at Hartsboro Bridge.

- Traffic calming to make Route 7 safer for kids to cross to get to rec opportunities. Cobble crossings and sidewalks (like in Brandon).
- Install two additional crosswalks on Main St.
- Start a committee to improve pedestrian and bicycle safety on Main St.
- Build little free library boxes around town.
- Develop more partnerships with the National Forest.
- Create an outing Club for back country recreation. Team up with Green Mountain Club and other organizations and approach the National Forest collectively. RASTA is an example.
- Create space for an off leash dog park.
- Develop a group of people who could help write grants. Identify where to go to apply for grants.
- The Select board and Prudential Committee could determine what to do about sidewalks. Someone needs to take ownership of the maintenance.
- Motivate residents to take care of rec areas.
- Create a more cohesive structure to engage new volunteers to support rec assets. Organize town volunteers. Have a volunteer coordinator to collect and maintain volunteer information and opportunities.

- Investigate partnership possibilities with VYCC. Build a crew of local youth to help build and maintain trails.
- Install Dog waste bags dispensers and receptacles at the rec fields.
- Install Security cameras/monitoring systems and lighting to supplement policing and deter vandalism.
- Create more opportunities for the community to come together to discuss community issues and ideas.
- Movie night, Sparkle Barn is doing this.
- Bring back the Fire Department's Wallingford Night with fireworks.
- Explore opportunities for arts and performances.
- Start an outdoor club with fun and casual monthly meetings.
- Explore opportunity to work with VYCC on invasive eradication.
- Identification of areas of invasive problems. Labeling of specific invasives.
- Work with the state invasive specialists to create community education opportunities.
- Create a sustainable buffer zone in riparian areas.
- Keep people communicating with each other. Coordinate consistent messaging strategies, FB, FPF, town website, etc.

Reflections of the Community Visit Team

- There is such an enthusiasm here for the sense of community. With outdoor recreation, that's an incredible opportunity to attract and retain a younger group of people.
- This is a strong community with a great sense of place and connection to the local environment. People are out recreating. Safe access seems to be a concern as well as a need for coordinated management of resources.
- There were some key themes around a compact and walkable downtown, celebrating natural resources, and better communicating about events and rec opportunities.
- I am impressed by how much people love this area. Asset
 mapping and an inventory of resources could be useful. One
 fun idea to diversity rec offerings a bike pump track in the
 park. Those have been popular in many communities
 throughout the state.

Restoring Historic Buildings

<u>Visiting Team</u>: Ed Bove, Ted Brady, Katie Buckley, Mary Cohen, Paul Costello (facilitator), Liz Gamache, Martin Hahn, Lyle Jepson, Jenna Lapachinski, Pollaidh Major (scribe), Megan Roush

What are the Assets in this Area?

- The block at the intersection of School Street and Route 7 is the village focal point.
- The Odd Fellows building is at the center of town. It hosts Sal's Restaurant and a Thrift Store but is otherwise vacant.
 The building was recently purchased by a community member with plans to renovate the building. The new owner is looking for community input as to how to use the space.
- There is a new business opening across from Sal's.
- Odd Fellows Building has a structural study by the historic society and the Preservation Trust of Vermont. It was the original town post office and country store.
- The Victorian Inn is an asset.
- The Library is an asset.
- The Odd Fellows building.
- There are 4-6 churches in town. However, it is unclear if all the congregations can sustain them.
- The Old Red School House/ Rotary Building.

- The Old Grange Hall in South Wallingford is still run by the grange and rented out for community functions.
- Masonic building in East Wallingford.
- The Hearth and Cricket Store in East Wallingford was recently purchased.
- The first Quaker Meeting site in the 'Ralph Root Farm' first property north of Danby line. It is occupied but needs renovation and repair.
- The Town Hall.
- The Fire House.
- The Fork and Hoe Factory.
- The Wallingford Lodge.
- The Masonic Hall.
- Chimans Lodge the Masons could no longer maintain and own it
- The White Rocks Inn in South Wallingford.
- Wallingford is the birthplace of the Rotary Club.

- Collectively the main street and its historic character is an asset.
- People come to Wallingford to visit or retire in part because of the historic buildings and character.
- There is a registered historic district.
- There is a historic architectural guide to Rutland that highlights Wallingford buildings.
- Proximity to Okemo.

- There is a Park and ride by the ball parks, but it is not well marked or accessible.
- The Prudential Committee is in charge of water and sewer downtown, fire protection, sidewalks.
- There is a canoe launch on the Otter Creek.
- East Wallingford has historic buildings, a post office and a store.

What are the Challenges?

- The village general store closed suddenly last fall.
- Lack of parking in the village.
- Heavy traffic downtown brings customers, but can detract from the village.
- Sometimes there is a lack of money, resources, and/or energy.
- There are legal barriers to reconstructing historic buildings.
- People may purchase a building and then do things that detract from the building. For example, the stone shop – had a full slate roof and now it has solar panels and an addition.
- People may own a building, but they do not have the means to maintain it in a historic nature.
- Differed maintenance on old homes with old owners. When they are vacated, they are hard to fix up.

- Capacity: how many 'historic' buildings can the town's population support?
- Lack of businesses.
- Okemo concierge can't send people to Wallingford because there are no attractions like a bake shop.
- There is no place to get food besides the Meat Locker which has cold cuts.
- The general store closed. The community misses the store. The owner passed away suddenly.
- No place for the Long Trail hikers to stop.
- No place to sit gather and get a cup of coffee.
- South Wallingford used to have a coffee shop and a general store. Now that building is ready to collapse.

Opportunities: What Should Be Done?

- Have all historic buildings listed with QR codes to tell their story.
- Local tax incentive for preserving historic look and feel.
 Example Woodstock, VT.
- Ideas for the Odd Fellows Building:
 - Hostel space for hikers in the Sal's building and a farmers' market in the open space upstairs.
 - You may need an elevator to the upper floor.
 - Have a general store on the first floor.
 - Have a public gathering place.
 - There is a stage on the third floor have New York creatives come in and do a residency.
- Relocate the Post Office into a central historic building.
- Wallingford received a grant in the 1990's to redo the sidewalks. There was a slate sidewalk but it is no longer walkable. We need a grant to redo the sidewalks.
- Open a deli and store on the corner where the hair salon is.
- Start a Country store with a bulletin board, local advertisements and communication central for the town. Like Olivia's in Rutland. Need something that will catch people going down the road. Everyone would have to use it.
- Is the space in the country store big enough to be a deli?
 Maybe use an old house and turn it into a deli. Such as the house on south main, a couple down from the library.
- Create a map that has a walking trail highlighting the lake and the historic buildings. Connecting the town to the Long Trail.
- The Conservation Committee has a trail map of village center and the trail on the conservation land outside of downtown.

- Create a map that is accessible by phone.
- Evaluate parking in the village and create a map.
- Wallingford is mentioned as a mail stop in hiking guides. It could provide and highlight other hiking services as Manchester does. Create a committee to connect trail hikers with other assets in town.
- Eric purchased a building in east Wallingford. He has/ is looking for a few ideas for the space such as a brewery but that needs infrastructure.
- Take off the back, empty portion of the Odd Fellows building and turn into parking.
- Look at the districting to understand how all the historic assets work together to comprise a historic district and develop how the town can use its historic character to tell its story.
- There is a museum in the town hall and the town is the birthplace of Rotary. We should find a way to attract people because of its unique assets.
- Focus on making a walkable downtown.
- Explore applying Downtown and Village Tax Credits to the newly purchased building in East Wallingford.
- Research how the village store could be communally supported like the new cooperative store in Shrewsbury.
- Develop all four corners of the downtown, not just the Odd Fellows building. There is a pub and deli coming soon to that intersection.

Reflections of the Community Visit Team

- Wallingford is competing with other communities that are
 doing the exact same thing. Some key themes I heard was the
 consistent need for gathering space and that the Odd Fellows
 Building as a focal point. Coops are difficult; it is easier to
 support someone in purchasing and using tax incentives.
 Focus on your internet. Downtown is where young people
 live.
- The Odd Fellows building holds potential. As someone who
 hiked the Long Trail, maps are key, as is internet. It feels like
 there is a need for a place to meet people and a need for
 signage.
- Many communities are working on the Community
 Supported Enterprise Model for small general stores and
 cafes. With this model, the uncertainty of private ownership
 is out of the equation.
- Look at all four corners of the intersection. The collection of buildings and the downtown is an asset. Focus on South and East Wallingford. Focus on being a recreational hub. The

- town zoning does not touch the historic character, but does allow for density. Parking versus walkability keep in mind that it is a balance.
- There has been a lot of work around reusing community spaces in Guilford. Eighteen different buildings in town were mentioned. It may be a good starting point to pick one or two to start with that can start a movement. Having a country store is key and a catalyst. The Long Tail is an opportunity and an asset.
- One key asset is that people value the historic buildings. One other focus that wasn't mentioned much could be affordable housing.
- Wallingford is unique. Figure out the one thing that sets the town apart. Is it the historic nature? Tie the 'one thing' into the regional economy.
- Focus on the opportunity of being on Route 7. Focus on a community center.

Economic Development & Infrastructure

<u>Visiting Team</u>: Ed Bove, Ted Brady (facilitator), Katie Buckley, Mary Cohen, Paul Costello, Liz Gamache, Martin Hahn, Lyle Jepson, Jenna Lapachinski, Pollaidh Major, Megan Roush (scribe)

What are the Assets in this Area?

- Approximately 17,000 cars pass through the town each day on Route 7.
- We are 7 miles south of Rutland with newly paved roads.
- Wallingford is a commuter paradise.
- We have bus transportation from Manchester to Rutland.
- Trains come through Wallingford. East Wallingford has a separate railroad line.
- VTrans and Marble Valley.
- Albany VTrans near Cumberland farms.
- Wallingford Village about 355 water and sewer hook ups.
 South Wallingford about 26 hook ups. Church Street about 12 hook ups.
- The Well by otter creek feeds to South Wallingford.
- We have the Wallingford Locker (butcher meat locker); lots of smoked meats options.
- Sal's restaurant is a local dining asset.
- Victorian Inn.
- A new deli is going to be opening this month.
- Boys clubs is a lodge owned by the town that can be rented out.
- The National Green Mountain Forest is an asset.
- We have a town beach.
- Sparkle Barn offers arts and craft, movie nights, and classes.
- The Appalachian Trail/Long Trail.

- 3 ponds Elfin Lake, little rocky pond, Wallingford Pond.
- Wallingford is a beautiful area for biking.
- We have parks.
- Front porch forum is an important communication tool.
- Doctors and dentists in town.
- Child care is available above the church.
- We have basic services gas, library, post office, and family dollar.
- Fire & Rescue this is a safe family town.
- Active senior's activities.
- South Wallingford has Vermontel fiber optic.
- Head trauma center.
- Maple Leaf Center.
- We have True Temper American fork and hoe company started in 1800's makes handles for hoes and employs approximately 25 people on two shifts.
- The Quarry is fully operational. Is it the gravel part of Vermont Marble Corporation.
- We have a large elementary school with a good reputation.
- Driving School.
- The Munson house offers lodging.
- There are Air B&B options in town.
- Senior housing.
- Spring lake ranch serenity.

What are the Challenges?

- We lost the hardware store that used to be in town.
- There are no retail options available.
- No community stores.

- People of Wallingford must make many trips to Rutland because there are no vegetables or fresh food available in town.
- A trip to Rutland takes 2 hours with stops, traffic, and parking. This "rips the heart of the day out" for many people.

- The town's size makes it hard to sustain business.
- People aren't willing to volunteer to put work into the community.
- We are seeing less able-bodied workers, elderly population the census is smaller each time.
- We need the numbers to support stores we want and workforce.
- There are no daytime customers.
- Losing dairy farms and farmers. The one working dairy farm in town is closing.
- No industrial development even though there are good sites.
 Do people want it?
- The stop light by Cumberland farms causes traffic issues.
- The road is dangerous for bikers.
- The State owns RT 7 and the town needs state permission to do anything surrounding it.
- The town is so close to Rutland -Why stop in Wallingford?
- People just stopped in Manchester before so why stop before Rutland?

- Geographically the town is spread far apart. Different sections of town are not walkable.
- Transportation for elderly. There is a transportation service but also high demand.
- Parking for trucks Cumberland farms is the only parking.
- You cannot come in to town quick, park, get coffee and get out because there is no parking.
- Touristy stores keep closing due to traffic and lack of parking.
- 3 or 4 cisterns are not corrected and not utilized. Why is water and sewer not extended to the north end of the town?
- Municipal sewer is only available to a few.
- The needs of the community are changing because the population is changing.
- Schools are not in town. Two years ago, it changed. High school in Stafford.
- We are sad compared to Rutland. We need a niche.
- Lack of rental properties. Even if people wanted to move here, there are no options.
- No more net metering solar panels so you are giving away energy if you put panels on your home.

Opportunities: What Should Be Done?

- Could there be parking at the Old Railroad Station? SLC uses it. Slurry transported on it. Schedule to be upgrade. Possible station staff on the table for the committee.
- The School Parking lot in the Summer and weekends could be a parking location.
- Parking In front of family dollar, Library, open real estate?
- Complete a study to figure out what private places can do parking spots.
- We need more parking by Wallingford pond.
- We should build sidewalks and bike paths to make the town easier to walk in. North Wallingford needs a sidewalk.
 Sidewalks on School Street.
- Roads need shoulders in South Wallingford.
- Put in two lane roads to make it safer by Cumberland farms.
- Build a round-about to refocus the traffic.
- Build affordable overnight stay for hikers Maybe in the odd fellows building?
- Build a hostel in east Wallingford.
- Develop senior housing.
- Build senior housing areas that employ young people.
- Develop affordable rental apartments.
- Should we market Wallingford to visitors? If so, we need to develop advertising.
- We need an internet site and Facebook page with listed activities
- Develop a Website tying in maps, activities, and food and connect to Facebook and YouTube.
- We should recognize that we are part of a broader region and identify with Killington and other areas.
- Do we want industrial development or not? That's the question.
- Where can we develop? 0.8-acre lots subdivision in town to make more room for new buildings. Focus on Infill development.
- Understand the identity of the town.
- Utilize the White Rocks as a part of our identity.

- Support a bigger better downtown.
- Develop Buildings with a flat roof in town to have solar.
- Install a charging station for cars but what do you do for the time that the car is charging?
- Identify the assets with a clear guide.
- In town signage at stop light.
- Attract young farmers for the rural areas.
- We have good internet service.
- Attract young families to take over the businesses.
- Develop a café or gathering place.
- Capture visitors off of the Trail and tourism off Route 7.
- We need more business.
- Green Café market sustainability.
- Promote green collar jobs and Wallingford maintenance jobs.
- We need a market to sell the vegetables in towns every day not just once a week.
- Start a farmers market that is walkable. There is only one farm stand in town and you can't walk to it.
- Expand the water system.
- Develop an electronic historic building tour.
- Develop more trail resources. The trails are under-utilized.
- Build a hike/bike trail around the pond.
- Snowmobile trials and Mountain bike and trails.
- Back country skiing.
- Host events for thru hikers.
- Wallingford town snow trails coming into town.
- Gravel road cycling is trending "adventure cycling."
- Older folks want to bike on nice roads to markets and creemees, not just adventure cycling.
- Develop maps and signage with directions to forests and lakes and Stone Meadow Park.
- Add on to the public beach with places for events and outdoor activities.
- Facilitate access to the National Forest with better signage.
- Work with the Forest service who is trying to put signs and working on highlighting assets.

Reflections of the Community Visit Team

- There are so many assets around Outdoor recreation, bikeways, walkways, but no one working group is working on it. There is no economic development committee in town. What do you organize around and how can you get things done if you don't have this? What are your priorities? Need tasks forces to organize so you can get things done.
- Affordable housing and economic development can be one in the same. Housing can be development. There is a lot of opportunity for affordable housing in this town.
- Visibility of the community from Route 7 is very important.
 You could also really brag about your great internet that's an exciting asset.
- A Walkable bike friendly town could really be a possibility.
 Perhaps a transportation study could be useful. Your internet access is so key scream it to everyone! An Economic development committee and parks and rec committee would be great additions. Housing is also a great component.
- There are tons of assets, but Wallingford is still not a destination. Local marketing and regional marketing could

- help to put it on the map. Transportation has assets and challenges. Vtrans owns and runs RT 7 so that could be a challenge but there are options.
- You don't have to sacrifice historic downtown to have a thriving community.
- You have many assets that make people what to live here it's not just a bout tourism.
- Marketing for the region so that people can see you. Tell us what you want to be seen and how you what to portray the town. Turn age into a positive for the aging community and use the youth to get fresh ideas.
- The best infrastructure projects you can do is things that benefits you and tourists - makes the place better for you as a resident and it attracts the tourist. Why make improvements? To better your life and that authenticity will draw in people into the town. INTERENT! Why isn't there a picture of a techy working in the mountains to show the ability to remote work?

Main Street

<u>Visiting Team</u>: Ed Bove, Ted Brady, Katie Buckley, Mary Cohen, Paul Costello, Liz Gamache (facilitator), Martin Hahn, Gary Holloway, Lyle Jepson, Jenna Lapachinski, Pollaidh Major, Megan Roush (scribe)

What are the Assets in this Area?

- Library with good Wi-fi.
- Three churches in the Village.
- We have a rec facility at stone meadow with nature trails and the boy's camps which is owned by the town.
- Gas station.
- Hair Salon.
- Retail shops include Artesian, Sparkle Barn, artist goods, used clothes, pottery in the village and south village.
- All-star Day Care.
- Doreen's ice cream serves the best creemees in the world.
- Pat Stone sells vegetables once a week.
- The True Temper factory is located in town.
- Used car dealer.
- Williams micro farm.
- Possible Deli coming this month.
- Bed and breakfasts.
- Elementary School.

- Large meeting room and Banquet space at the Victorian inn, second floor on the Town Hall, Rotary hall.
- Fire department and rescue squad.
- Fire department boot drop coin collection yearly.
- Funeral parlor for the fastest aging community.
- We have Holistic health providers in town.
- Dentist.
- Acupuncture.
- Restaurants include Victoria Inn, Sal's, and the butcher shop.
- Sidewalks are good on Main Street.
- Main Street is walkable
- The traffic light causes people to stop and see the town.
- Traffic is an asset.
- The tree line is beautiful.
- We have historic buildings and architecture everywhere in town
- Boy in the boot statue in the fountain is known world-wide.

What are the Challenges?

- There is no traffic control and no police presence.
- No responsible driving or respect.
- Must drive elsewhere else for everything we need.
- If you have more than 2 customers at a time there is no place to have them park.
- Access to the post office is a challenge because parking to get there is a nightmare.
- There is no transportation between three villages.
- · Pedestrian safety crossing the road.
- Don't want to lose what makes a village a village.

- There are no stores. We need to have stores that supply local daily needs.
- Chain stores like Family Dollar do not present what we want.
- Cumberland farms is the only place to get coffee and there is no place to gather.
- No Jobs, business space, or work space available.
- The Farm stand is not used in the summer.
- There is no sense of arrival, The town sign doesn't stand out and is falling over.
- No visual language between three town centers signs, sidewalks, planters.

- We are one community, not three separate.
- We have volunteer fatigue and burnout.
- We are an aging community.
- Work to maintain trails is hard work.
- There is no outdoor sitting space.
- No outdoor space for younger children.

- There is no reason for young people to come here.
- No affordable housing- apartments, small house, homes under \$200,000.
- There are neglected properties on Main Street (historic buildings). Items for sale in people's yard.

Opportunities: What Should Be Done?

- Back portion of Sal's block could come off to provide parking for visitors.
- The piece of ground behind the library has in the past been designed and thought for possible parking. Library and neighbors were not happy about that spot being used.
- We could buy real estate in town to create parking space close to town. To the south and west of the library. Other available spaces to access food and stores.
- Explore parking options on the 4 corners.
- Parking behind the church is empty all the time can that be purchased?
- Is there parking at the old laundry mat? There is a rumor is the Dunkin Donuts is going there.
- How much do we what to attract visitors? Visiting destination or residential area?
- Stainability by just the town vs the visitor. How many people can we attract?
- We need to understand how to attract and retain young people.
- We need to understand the needs of all generations.
- Use social media effectively and other media sucha s Facebook and Front porch forum.
- Coordinate onsocial media to coordinate town events and other town knowledge.
- An online presence helps to attract visitors.
- Make people aware of Wi-Fi locations.
- We are a three village town. What is Main Street? We should incorporate all three.

- Improve signage.
- Public outdoor space to communicate community information.
- Build a town bulletin board to share events downtown.
- A bench and bulletin board at a bus stop.
- Strengthen our gateways. Establish gateways through signage and beautification.
- Killington has Huge Welcome to Killington signs with flowers.
 We should do this to make a presence.
- Improve the landscaping and the look of Wallingford to make a stronger impression.
- Have residents of Main street do planters to enrich the look of Main Street.
- Build micro unit apartments for affordable housing.
- Coffee shop in the Sal's building. The owner is open to ideas.
- Bigger local farmers market.
- Develop a general store and hardware store.
- Make sure businesses are open when people want to shop.
- Why we don't have a café? People in town don't have the means to run one. A coop would be a great option to rely on each other to serve everyone's needs.
- The Café could to sell coffee but also be a work space with a large seating area.
- We need spaces with good Wi-Fi and space to work.
- Are independent people looking for business space or do we need an employer to come it to create jobs?

Reflections of the Community Visit Team

- This is a great day for people to see this character in the Main Street. The character in the buildings, Wi-Fi zones, everywhere, everything. The select board cannot handle everything, it's all about the citizens coming together and getting organized. Energize the new generation. The human capacity of the town is the trick.
- Look at other Coop model's around the state. You want people to stop here- Beautification is a great idea. Welcome to Wallingford signs and Main Street improvements are
- needed. Portable approved cross walks during the summer might be an option.
- Wallingford could use an architect to see the imagery that you have created tonight.
- There are solutions to the parking problems. That is low hanging fruit. What is different about your main street?
 There are businesses starting up soon and what are you going to do as a town to help these companies?

Wallingford Youth Forum Notes

Compiled from a discussion held with Wallingford students at Mill River High School on April 12, 2018

What do you like about living in Wallingford? What is working well?

- Wallingford has a community of artists. We have two pottery shops, a woodshop, the Sparkle Barn, and other artists and crafters.
- Shaw's Sales and Service car sales and repair is an asset.
- We have several rivers and streams that are really beautiful.
- Wallingford has a local firehouse.
- Dory's Snack Bar and Ice Cream is really good.
- Cumberland Farms is a convenient and inexpensive place to get snacks and drinks.
- We have a stoplight in town! Unlike some other Vermont towns, we have an actual downtown center.

- Sal's restaurant is an asset.
- We have a Thrift Store in town called Hands for Hope.
- The Park is really nice.
- We have recreational resources such as Stony Meadow and Elfin Lake with a boat launch, trails, and swimming.
- Elfin Lake provides summer jobs.
- Wallingford has White Rocks National Recreation Area with hiking, pools, rivers.
- We have some commerce in town including multiple Inns and the Handmade in Vermont shop in the old stone house building.

What are the things that you don't like about living in Wallingford? What would you like to improve?

- There is a noon siren that goes off at the Town Hall every day that is really annoying.
- There are a lot of potholes and the roads are in poor condition.
- The Village Center needs some improvements to look nicer and be more inviting for locals and people driving through.
- There are no places to hang out together in town. We need some kind of gathering place or hand out spot.
- The local store closed so there is nowhere to go for lunch or coffee.
- The road safety and enforcement is too strict they give out tickets all the time.
- When the town puts traffic signs in it takes way longer than it should – we should be able to take action more quickly as a community.
- The solar speed radar sign is annoying.
- We have a drug problem in Wallingford.

What are the things you and your community can do to make Wallingford a more vibrant place to live?

- We should work together to clean up the Lake. There are farms nearby that let the cows into the water. We should protect and clean the water for recreation.
- Wallingford could have more community events such as music and other events to build town unity.
- We should build a gazebo in the park. It would look nice and could be a place to hold events and music.
- We should build a community compost site and pick up program.
- We should work on downtown beautification. We could work with master gardeners and other volunteers to design and plant flower boxes. Maybe local businesses could help donate materials.

- Fruit trees could be planted in town and in parks. They
 would be pretty but also serve as a source of food for the
 community.
- We should fix the basketball courts.
- There used to be a water pump at the park, but it is no longer there. We should replace that water pump or water fountain.
- The park needs improvements. We should improve the look and safety of the park by controlling the tree and weed growth, and should put in more field space for recreation.
- We should build a dog park in Wallingford.

Other Action Ideas

These additional ideas were submitted from community members in writing, via email, or through the online survey distributed following the April 26th Community Visit Day event

- We should create Wallingford murals on the lake building and/or on sheds at the park. Local students could be included in designing the art.
- We need to revitalize the soccer program. The goal frames are sitting against the shed so we just need the nets.
- We would engage volunteers to build a skate park on the empty pavement at the park.
- We should build a Wallingford dog park. It could be located in the sand pit. The park could be built by volunteers and include benches.
- We could have an outdoor market in the center of town with food booths, face painting, plants and flowers, arts and crafts, etc.
- We should have swimming lessons and a life guard at Elfin Lake.
- Wallingford should have a fishing club and a dock for fishing.
- We could have movie nights with bonfires and s'mores at Elfin Lake.
- We could have a book club, knitting club, or Lego club at the library.
- We should develop a teen Wallingford Facebook page.
- The library or another venue could hold a pizza and paint night for local teens.
- We could hold a teen movie night with dinner and a movie at the park or at the town hall or library.
- We should have concerts in Wallingford with local musicians.
 The concerns could be outside at the park, or inside at the library or Town Hall.
- We should bring back the Wallingford 4th of July celebration with block party and fireworks.
- There could be teen/school dances at the town hall or rotary club with local chaperones.
- Downtown Wallingford needs a coffee shop, deli, and bakery.
- We should hold a community pancake breakfast. During the holidays, it could be with Santa at the firehouse. There could be fire truck rides and volunteers to help out.
- We should start a "coffee with the constable" event to connect law enforcement with local teens and adults.
- Build a more business friendly environment for Wallingford.
 We should reduce sign regulation and zoning obstacles.
- Improve access to fresh and health foods as we are a food dessert (10 miles from a grocery store). This can contribute to unhealthy and obese children. The one farm stand we have is only open for a couple of hours on a Saturday and is a drive from town. An in-town grocery or market would be fantastic.
- To help address the root of food insecurity in town we need more, and better jobs in town. Currently a large percentage (about 40%) of the students in town are on school lunch assistance.
- Create an outdoor community post board somewhere in the center of town for posting town meetings, things for sale,

- upcoming events, etc. Most people don't go into town hall regularly to check the board and some people are not online to access Front Porch Forum. An outdoor public board would be a great way for the community to communicate with everybody. Boards in East and South Wallingford would be great too.
- We should better leverage True Temper. Maybe we could have a retail outlet to sell products that use True Temper products. We should also leverage the fact that the Stone Shop is the birth place of the pitchfork!
- We should have a WMA brochure on the town website and printed.
- The town is very garden-focused. We should host garden tours and expand gardens in town.
- We should use the tagline "Destination Wallingford."
- We should reactivate and grow the crime watch program. We should engage kids.
- We should revisit celebrating our 250 years! We were washed out by Irene.
- We need to better leverage our connection to the AT/LT.
- More outdoor meeting spots, in line with walkable village, benches to sit on. Potential spots--library, veteran's memorial, cemetery.
- Support for those rehabbing older homes.
- Studio space for exercise classes (maybe in the Block bldg.).
- Coffee shop/bakery
- Small grocery store/deli
- A paid recreation director oversees Elfin Lake (lifeguards are a must!), park, youth programs, adult fitness and art programs. Use Town Hall or Block space
- No more franchise stores such as Cumberland Farms and Family Dollar--only independent businesses. My exception would be small hardware store like one we used to have.
- Keep our Main Street residential. Do not let more homes turn into business-only bldgs, unless they also have residence within them--this happens to many towns.
- Only Wallingford residents on our town boards/committees
- Farmers Market-lawn of school, Family Dollar, or Shaw's?
- Community Fun Days/Festivals-food, music, games, yard sales, fireworks, etc.
- Make Wallingford a hospitable walking village, and place benches strategically on walking routes.
- Revitalization efforts to improve the look and feel of North Main Street.
- Maintain the historic buildings and homes.
- Build a historic preservation committee and guidelines for maintaining these homes and buildings.
- Prevent development like the Cumberland Farms. Set standards around the scale, direction of lighting, and hours that businesses should keep.
- Open a small market and deli.

- Open a coffee shop that features one of VT's small coffee roasters.
- Build a dog park.
- Repair the sidewalks on Main Street.
- Hold more music and arts events in the community.
- Attract a few businesses like another restaurant, a shop or two for visitors who like to shop and a country store.
- We need a place to meet and have a bit to eat as well as check the local bulletin board for local events and information, pick up mail, etc.
- Build a cooperative solar park. One potential site is at the old Whitcomb property.
- Build a community garden for use by townspeople with an annual fee. Perhaps at Stone Meadow?
- Develop a coffee shop or a general store to replace the one we lost.
- Set up a grant to help preserve historic homes.
- Do our part to keep the Appalachian Trail in good shape.
- Build a viable small store.
- We need a parking lot for the Gilbert Hart library. A 10-spot lot would free up one way traffic down Depot Street and stop congestion at the stop light for Route 7 traffic.
- Create a space and time for people to come together to get to know their neighbors of all ages and learn something new at the same time. This could be a scheduled time or people can sign up for regular hang-out time with your "new buddy" of a different generation.

- We need signs welcoming people to historic Wallingford much like the Route 4 welcome signs in either direction welcoming people to the Killington region. It would give great definition to down town and emphasize our historical importance in the area.
- Dog park.
- Murals.
- We need a sidewalk along Route 7 from the Dollar Store to North End Road or a bike path along the tracks between the Dollar Store and North End Road.
- We should extend the summer season at Elfin Lake at least on weekends between Memorial Day and Labor Day.
- Start a music/open mic series at the Town Hall stage.
- Start an open studio weekend.
- Build a café with a site to network the various community organizations in town that run events and fundraisers.
- We need to maintain and build places that provide natural experiences for all ages. We need to ensure trail upkeep and mowing and make it clear that this resource is valuable and treasured. Vandalism must be deterred.
- Improve sidewalks in town. School Street needs improvement.
- Develop as a "bedroom community" for Rutland. We could showcase good housing, small shops and some dining choices. Increased income would come from property taxes, school taxes, and spending at local businesses all without putting large trucks on the roads or effecting air quality.



VII. Wallingford Community Visit Participants

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and many more...

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 $Otter\ Creek\ flows\ through\ Walling ford.$





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