

1 **Essex Economic Development Commission (EDC)**

2 **Business Outreach Meeting Minutes**

3 June 18, 2026, 8:00AM

4 Meeting held at Meadow Roast Café, One Towne Marketplace, Bldg. 3, Unit 25

5 Essex, VT 05452

6 Draft Minutes Submitted by Clerk Keith Dunbar, June 21, 2026

7
8 **Attendees**

9 *Commission Members:*

10 Present: Irene Wrenner, Chair; Ken Signorello, Vice Chair; Keith Dunbar, Clerk; Anne Miller

11 Remote:

12 Absent: Anne Miller

13 Staff: Tammy Getchell

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15 Public: Alistair Deakin, Alex Solverson, Vikki Edmonds, Toney Edmonds (Owners Meadow Roast
16 Café), Jaya Asher

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18 Partners: N/A

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20 **1. Call to Order**

21 The meeting was called to order at 8:08 AM by Chair Irene Wrenner

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23 **2. Agenda Additions/Changes**

- 24 • No changes were made to the agenda.

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26 **3. Public to be Heard**

- 27 • No members of the public were present in person or online.

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29 **4. Minutes to approve**

- 30 • Minutes will be approved during next business meeting

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32 **5. Partner Updates – N/A**

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34 **6. Business Items**

35 **Business Outreach Visit – Meadow Roast Cafe**

36 The Commissioners met with owners, Toney Edmonds & Vikki Edmonds, of the Meadow Roast Cafe
37 to learn about the business, its operations, opportunities, and challenges associated with opening
38 and operating a new business in Essex.

39 **Discussion topics included:**

40 **Business Background**

- 41 • The owners discussed their experience in the restaurant and hospitality industry and the
42 decision to open Meadow Roast Cafe in Essex.

- The business opened in March 2026 in the former Cup and Leaf location at One Towne Marketplace.
- Ownership selected the location due to the opportunity presented by the available space and the desire to establish a community-focused café environment.

Marketing and Customer Development

- The owners reported that one of their primary challenges is increasing public awareness of the business.
- Marketing efforts include social media campaigns, local media coverage, community flyers, and word-of-mouth promotion.
- Commissioners discussed the importance of visibility and place-making efforts within Essex West and One Towne Marketplace.

Business Philosophy

- Meadow Roast Cafe emphasized creating a welcoming and community-oriented environment.
- The business intentionally does not offer public Wi-Fi in an effort to encourage face-to-face interaction and community engagement.
- Commissioners discussed customer preferences and balancing community atmosphere with customer expectations.

Local Sourcing and Workforce Culture

- The owners discussed their commitment to sourcing ingredients locally whenever practical.
- They also highlighted the importance of employee culture, competitive compensation, and creating a positive workplace environment.

Signage and Visibility

- Commissioners and business owners discussed challenges associated with visibility within One Towne Marketplace.
- Potential improvements to directional signage and district identification were discussed.
- The owners noted that operating in Vermont requires adapting to local signage regulations and finding alternative ways to build customer awareness.

Economic Development and Branding

- Staff discussed the Town's recently adopted Economic Development Strategic Plan and upcoming branding and place-making initiatives.
- Commissioners explored how future branding efforts could help businesses located in Essex West gain greater visibility and recognition.

Customer Demographics and Market Trends

- Discussion included customer demographics, product innovation, social media trends, and attracting younger customers.

- Commissioners received feedback regarding popular specialty beverage offerings and the growing influence of social media-driven products.

Delivery Services

- The owners reported positive experiences using third-party delivery services, including Uber Eats, to expand their customer base and increase sales.
- Discussion included changing consumer preferences and the importance of utilizing multiple sales channels.

The Commission thanked the Meadow Roast Cafe team for hosting the outreach meeting and for sharing information about their business and experiences operating in Essex.

No formal action was taken.

7. Next Meeting

- Thursday, July 2nd, 2026, 8:00 am at the Essex Town Offices

9. Adjournment

- Motion** to adjourn at 9:14 am, (Signorello/Dunbar) passed 3-0