

**INFORMATIONAL MEETING MINUTES
OF THE ST. ALBANS CITY DOWNTOWN BOARD
& BOARD OF DIRECTORS OF ST. ALBANS FOR THE FUTURE
6:00 PM, TUESDAY, JANUARY 17, 2017
ST. ALBANS CITY HALL, 100 N. MAIN ST.**

Approved February 21, 2017

Board Members Present

Mike McCarthy, Chair
Katy Collin, Vice Chair
Mike Blouin
Laz Scangas
Jes Stumpf

Board Members Absent

Jeff Young
Emily Richards
Sharon Holcomb
Pauline Cray

Public Present

Erik Johnson
Matt Brosseau
Maureen Brown

Staff Present

Martin Manahan, Director of Operations & Business Development
Chip Sawyer, Director of Planning & Development
Therese Carlisle, Minute Taker

1. Call to Order. The meeting is called to order by Mike McCarthy, Chair at 6:10 pm. The Board lacks a quorum; this will be an information meeting.

a. Discuss Additions or Deletions to Agenda – Roll call of all present and introduction of the new Minute Taker, Therese Carlisle.

2. SAFF Financial Report. C.Sawyer reviews the information present in the prepared Budget packet.

a. Reminder on paying sales tax. C.Sawyer presents the importance of remembering to use the tax exempt code. J.Stumpf and C.Sawyer speak to the best way of implementing this. Conversation is also brought up in regards to giving out tax forms for donations that are received.

3. Discuss Downtown Designation Renewal Process

a. 5-year Strategic Plan. C.Sawyer encourages any additions to the city history and summary of great things that have happened.

C.Sawyer has provided a color coded document representing items that appeared on the Original 2006 market Analysis & 2009 Master Plan, the items that have been completed and items that have been added by SAFF Board beginning in 2012. C.Sawyer would like for each committee to talk about what items they would like to have on the City Plan and provide changes or addition between now and February 27th meeting. K.Collin asks for clarification. L.Scangas requests updating Marketing Analysis. More discussion ensues about funding for a Market Analysis. C.Sawyer would like to see each committee mark up the Plan with comments and then get it back to him.

The Board carries out discussion regarding fundraising, funds and what the future will be for managing these funds. Up to now the process has been events based; each group that hosts a fundraising event and the event holds the proceeds from that event.

C.Sawyer speaks to his preference of events vs. membership fundraising. L.Scangas is in agreement and adds that he feels membership fundraising would not be effective. Events are generally more exciting.

C.Sawyer explains that the St. Albans downtown designation renewal will go before the VT Downtown Board on April 24th, 1:00pm or later, at the National Life Building in Montpelier.

4. Discuss events calendars. E.Johnson has communicated with Lisa Marie from the Chamber and she does not have the ability to provide additional information that E.Johnson is looking for.

C.Sawyer inquires who the Chamber President is. M.Manahan answers Nate Muehl. There is discussion of meeting with Muehl on this issue.

M.McCarthy speaks to the struggles over the past few years of a lack of a place where a broad list of events can be accessed, and aid in the planning of large events. C.Sawyer replies that approaching Chamber of Commerce one last time, and confirming that they do not want to be lead on this project. M.Manahan recommends reaching out to the Museum as an alternative to run and maintain this calendar. L.Scangas asks E.Johnson for more information regarding a cost of this project. C.Sawyer clarifies that the support in running this will be the most difficult part. The board continues to discuss this idea in detail; brainstorming, calculating and sharing opinions.

M.McCarthy speaks to targeting digital push marketing. C.Sawyer states we do not have an advertising budget, but it will be added to the 5-year plan.

Motion for this project will be at the next meeting.

5. Project Updates. C.Sawyer and M.Manahan state that things are pretty quiet. Hilton Hotel has its opening listed as June 1st but potential for it to be open mid-June.

C.Sawyer adds that Catherine St. project will start with some construction. This leads to more conversation about planned paving for the coming season.

Stebbins, Catherine St. meeting will be January 31st; Taylor Park Master Planning Grant will be hosting their first meeting later that week on February 2nd. J.Stumpf and L.Scangas are the representatives from this board, for that project.

M.Blouin requests clarification regarding sidewalk planning. Information regard the TIF project is also provided.

6. Committee Reports

a. Community Arts - J.Stumpf first meeting scheduled for Jan. 31st. Following the first it will be every 2nd Tuesday at 6:00 trying to create structure. Trying to set up some subcategories; setting up more events and arts. Arts mixer was very successful, working on pulling it all together and putting it to work. Festival of Trees has had its first meeting, some new members with great ideas! Some changes to come for the FOT. Putting together more Down Town Art walks; February 18th, is the next one scheduled; another Art walk in April and August. J.Stumpf also shared ideas for Art in the Park this summer, hopes for Church St. Music series.

b. Design -L.Scangas; this committee will meet soon

c. Economic Restructuring – M.Blouin; this committee has not met since last month.

d. Merchants / Promotion - K.Collin; Merchants are working to finalize a master contact and communication list! M.Manahan has looked onto the flags, looking to get some that are closer to the buildings that will not whip you in the face of pedestrians. A sample is on its way.

e. Organization –

i. Update on board appt. process February 13th 6:30 pm; there will be 2 renewals and 5 new additions.

7. Approval of Minutes – **Quorum is not present.**

8. Other Business. In Good Taste event, January 27th, City Hall. Currently two seating's with 27 vendors present.

9. Public Comment. **None**

10. Adjourn. **Quorum was not present, no motion was made. Meeting ended at 7:22 pm.**

Respectfully submitted, Therese Carlisle, Minute Taker