

MEETING MINUTES
MEETING OF THE ST. ALBANS CITY DOWNTOWN BOARD
& BOARD OF DIRECTORS OF ST. ALBANS FOR THE FUTURE
6:00 PM TUESDAY JANUARY 21, 2020
ST. ALBANS CITY HALL, 100 NO. MAIN STREET

Approved March 5, 2020

Board Members Present: Maureen Brown, Chair; Erik Johnson, Vice-Chair; Elizabeth Reed; Emily Richards; Donna Howard; David Glidden; Ashley Cleare,

Board Members Absent: Valdemar Garibay; Rachael Sink

Public Present: None.

Staff Members Present – Wendy Coy, Minute Taker; Chip Sawyer, Director of Planning & Development

1. **Call to Order** – Chair Brown called the meeting to order at 6:02.
 - a) **Additions or Deletions to the Agenda** – Rail Show; String Lights in the auditorium

2. **Election of Officers**
 - a) **Nominations and election for Chair** – Member Glidden nominated and made a motion to elect Maureen Brown as Chair of the Downtown Board. Member Reed seconded the motion and nomination. It passed with all in favor except one abstention: Maureen Brown.
 - b) **Nominations and election for Vice-Chair** – Member Reed nominated and made a motion to elect Erik Johnson as Vice Chair. Member Howard seconded the motion and nomination. It passed with all in favor except one abstention: Erik Johnson
 - c) **Nominations and election for Secretary / Treasurer - Vice-Chair Erik Johnson** nominated and made a motion to elect Elizabeth Reed as Secretary / Treasurer. Member Howard seconded the motion and nomination. It passed with all in favor except one abstention: Elizabeth Reed

3. **Discuss changes to SAFF Corporate Banking Resolution - Vice-Chair Johnson** made a motion to remove Laz Scangas as a Director with all powers, add Elizabeth Reed as a Director with all powers, and leave Maureen Brown and Martin Manahan in the same status as before. Member Glidden seconded the motion It passed with all in favor except two abstentions: Elizabeth Reed and Emily Richards.

4. **Board Appointments**
 - a) **Candidate Interview** – Ben Letourneau was the applicant. The Board interviewed Mr. Letourneau.
 - b) **Recommendation to City Council** – Member Howard made a motion that a recommendation go to the City Council that Mr. Letourneau to be appointed to the Downtown Board. Secretary Reed seconded the motion. It passed unanimously.

5. **SAFF Financial Report** – Mr. Sawyer reviewed the financial report. Arts is next on the schedule to pay for Social Media for the month of January. Vice-Chair Johnson asked if the line for City Hall Auditorium would be kept open in preparation for the next phase. Mr. Sawyer stated that they could but that the rest of the improvements would probably be paid by the City.
- a) **Discuss fiscal agency fees for FoT and Last Night** **Member Richards made a motion that the FoT pays the fiscal agency fees minus the social media fees. The payment would be a total of \$1900. Member Glidden seconded the motion. It passed unanimously. Member Glidden made a motion that the fiscal agency fee be waived for Last Night as they paid for the Social Media services. Member Howard seconded the motion. It passed unanimously.**
 - b) **Discuss Downtown and SACA web presence/URLs/email** – Mr. Sawyer reviewed the fees for the SAFF, FoT and SACA to have email addresses, websites and URLs. Member Howard stated that she objected, in principal, to having SACA under the SAFF umbrella. She stated that no one on the SACA board has the technical ability to support the SACA email, website and URL. SAFF has been maintaining the technical side of things. Chair Brown tabled the discussion until next meeting.
 - c) **Social Media Services** – The projected costs for 2020 would be \$8,400. Mr. Sawyer stated that the City might consider paying some of the fees as they have an interest in keeping the Social Media presence active. The issue would be that the City typically doesn't pay Board members for services. Member Howard stated that the Board has discussed getting a committee together to discuss how to do fund raising for things the Board would like to do. Member Richards stated that the promotions committee does fund raising as well as promotions. She stated that the Board has discussed the City hiring a person to do social media. Mr. Sawyer stated that the City has been directed to have a zero increase in budget this year. Vice-Chair Johnson suggested that the Board ask the merchants in the Downtown to give a \$50.00 sponsorship to the Board to cover the costs of social media. He suggested that the members of the Board go to the various businesses and take a poll to see if there would be any interest. Mr. Sawyer stated that the fees could be cobbled together the way it was last year. Member Howard stated that SACA agreed to pay the January fees. There are eight months of fees unaccounted for. Mr. Sawyer stated that it wouldn't be bad to test the market for social media services now and then. Member Howard pointed out the Rachael Sink had donated her time to do business profiles for downtown businesses and the money that was paid went into the unencumbered funds. Vice-Chair Johnson stated that there could be a list of sponsors of the website that connects to the individual pages. Member Richards stated that it is all in how the idea is presented and that it would take a time commitment from Board members to make sure that the downtown businesses understand what the rewards would be. Mr. Sawyer suggested that the Board decide on two ideas to raise money for the Downtown Board so that the Board members don't lose focus and get spread too thin. Vice-Chair Johnson suggested that members bring ideas to the next meeting and the Board discuss them then. The Board agreed. Member Richards suggested that there be a social media post asking the public what they liked about the events in 2019

6. Project Updates –

- a) **Discuss events, esp. FoT, Holiday Raffle, Last Night** – Last Night has not started planning the 2020 event yet as they want to take a step back and reevaluate what they want to do as an event. Holiday Raffle went really well. Member Cleare asked if the cards had been counted. Member Richards stated that they hadn't been as there were a lot of cards. The daily raffle was very popular. She would like the ending of the raffle to be cleaner. A debrief was suggested be given to the merchants. **Member Richards made a motion for two \$10,000 checks be cut from the Festival of Trees account line – one for Martha's Kitchen and one for Northwest Family Foods. Vice-Chair Johnson seconded the motion. It passed unanimously.**
- b) **Downtown Website** – Vice-Chair Johnson gave an update on what is happening with the Downtown website. They want to make sure it is modern, approachable and friendly.
- c) **Social Media** – Member Sink was not in attendance.
- d) **Kingman Street project** – It is still on schedule. Mr. Sawyer stated that they got easements for temporary and permanent access. The project will be voluntarily delayed until 2021.

There was a Downtown table at the Rail Show for the first time last year. It is a \$40.00 cost for a table. It would only be profitable if t-shirts were sold. It would need Board members to volunteer to staff the table. It is Saturday March 14th. **Vice-Chair Johnson made a motion to sign up for a table if three Board members volunteer by Friday. Secretary Reed seconded the motion. The motion passed unanimously.**

FoT has done a good job at doing the string lights in the auditorium but they cannot stay up year-round. Vice-Chair Johnson suggested that commercial grade lights string lights be put up in the auditorium. He is getting prices on the cost of lights and installation. Mr. Sawyer stated that a professional needed to come up and decide what would work.

7. Committee Reports –

- a) **Community Arts** – They have been talking about taking over the Mayor's photo contest. They are focusing on upcoming projects.
- b) **Merchants** – Mayor Smith attended and talked about the Mayor's photo contest. A blood drive was discussed. There was an issue with the parking garage but Mr. Manahan couldn't attend the meeting.
- c) **Promotions** – No update.
- d) **Organization** – No update.

8. Other Business

- a) **Update on City exploration of local option tax** – No substantial changes or new info. There are public hearings scheduled on Feb. 10 and 24.
- b) **Approval of December 17, 2019 Meeting Minutes** – **Member Richards made a motion to accept the minutes as presented. Member Glidden seconded the motion. It passed unanimously.**
- c) **Other** – None

9. Public Comment – None

10. Adjourn – The meeting adjourned at 7:55 PM.