

**Meeting Minutes**  
**Meeting of the St. Albans City Downtown Board**  
**& Board of Directors of St. Albans for the Future**  
**Via Teleconference 6:00 PM Tuesday May 19, 2020**

***Approved June 16, 2020***

**Board Members Present:** Maureen Brown, Chair; Emily Richards; David Glidden; Ashley Cleare; Donna Howard; Rachael Sink; Valdemar Garibay; Keith Longmore, alternate; Jeremy Read; Elizabeth Reed, Secretary Treasurer

**Board Members Absent:** Ben Letourneau; Erik Johnson, Vice-Chair

**Public Present:** None

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

1. Begin Recording
2. **Call to Order – Chair Brown called the meeting to order at 6:02.**
  - a) **Attendance and introductions** - None
  - b) **Additions or Deletions to the Agenda** - None
3. **SAFF Financial Report** – Mr. Sawyer reviewed the financial report. The Board has received the first \$2,000 in for the Downtown Dollars program.
4. **Updates and questions concerning COVID-19 pandemic –**
  - a) Re-opening during week of May 18 – Member Howard stated that the opening was a slow start but that was to be expected. Chair Brown stated that the hotel is not fully operational yet.
5. **Status updates from events, programs and committees –**
  - a) **Discuss Last Night** – The question was whether the City would try to do Last Night this year. People are leaning towards Last Night being more of a community outreach this year “Last Night Lite”. Member Howard stated that if Last Night is much more free form, it could be adapted last minute if necessary. Member Glidden asked how many people attend Last Night. Mr. Sawyer stated that it depended on the year and the event. There were aspects that were quite popular and some that needed work. The Board agreed to do Last Night Lite.
  - b) **Downtown Website** – Mr. Sawyer and Vice-Chair Johnson started discussing a new format for the Downtown website. It would focus on Downtown Dollars, where to park and events that the Board would like to highlight.
  - c) **Discuss program and initiatives to support businesses during the “new” normal** – The City will be providing masks for the Downtown area. There was a meeting today with

other Downtowns. Some are doing a group pledge about health guidelines and masks. Other sjust want to reopen. Some ideas were

- Making it easier to do e-commerce – There was a suggestion that each business be looked at to see if they are set up well to do e-commerce and what the Board could do to help with that.
  - **Pooled delivery service for businesses** – Member Sink asked what the idea behind this service was. Would St. Albans be recruiting a larger company into the St. Albans area. Mr. Sawyer stated that the discussion was to decide if it was needed. Chair Brown stated that having a taxi service in St. Albans would be good. Member Cleare stated that she was offering a delivery service and it wasn't being very utilized.
  - **"We wear masks"** signage. Chair Brown asked if the signage was for the Downtown or the businesses. Mr. Sawyer stated that they are for the businesses as there have been people on Facebook and on the website questioning whether all the businesses were wearing masks.
  - **Other ideas** – Member Howard stated that there was going to be a need for public toilets as people started coming back. Mr. Manahan stated that there were specific requirements for restrooms and that, at the moment, no one was delivering portable toilets.
  - **Outdoor dining** – Mr. Manahan stated that the City was getting questions about taking over parking spots to offer outdoor dining. The City is trying to answer the questions that go along with the outdoor dining idea. Some of them would be what safety protocols would need to be put in place; does the City want to allow seating in Taylor Park. There was an idea that if the surrounding businesses didn't want to give up their parking during the day maybe the restaurants would set up at 4:30. The Old Foundry will not be re-opening. Frozen Ogre is moving to Kingman Street. Tatro's was open today. Chair Brown asked about the TD Bank space. It is currently being marketed.
- d) **Arts So Wonderful Effort** – They are starting small in St. Albans by painting the utility boxes. Two designs were submitted that were designed by an artist in Burlington and would be painted by a youth artist here in St. Albans. One design was flowers and bees and the other design was a maple theme. The next step would be to run it by the City Council.
- e) **Downtown Dollars** – Covered earlier.
- f) **Paint the Town Purple** - The start date was June 1<sup>st</sup>. This year there will not be a Relay for Life but they would like to keep the idea and awareness alive. Mr. Sawyer asked what the next step would be. Member Howard stated that it would be to get the word out. The Board agreed to help get the word out for Paint the Town Purple.
- g) **Mayor's Photo Contest** – This event is still planning to be held and that the contestants would be able to enter their pictures on-line. Chair Brown asked what the theme was. Member Howard stated that she would find out.
- h) **Farmer's Market** - Mr. Manahan stated that the Farmer's Market opened last weekend. It had been re-designed to conform to social distancing. It didn't seem too busy last weekend but it gave them time to get used to the new layout.

- i) **FoT** - Mr. Sawyer asked about the FoT. Member Howard stated that the committee members would be out of quarantine next week. They would be meeting in the park to discuss options but that nothing definitive would be planned. Secretary Treasurer Reed suggested doing aerial shots of St. Albans and calling it St. Albans at Christmas with pictures of the live trees decorated and the snow falling etc. Mr. Sawyer liked that idea.
  
- 6. **Discuss Social Media Strategy** – Mr. Sawyer stated that he didn't know if the entire Board wanted to discuss it or form a subcommittee. Chair Brown stated that she would suggest a subcommittee. Member Richards asked if the Promotions Committee should be the group that discusses it. Mr. Sawyer asked if there were any Board members who were not a part of the promotions committee who wanted to be a part of the discussion. Members Glidden, Cleare and Garibay all asked to be part of the group.
  
- 7. **Other Business**
  - a) **Approval of April 21, 2020 Meeting Minutes** – Member Howard made a motion to accept the minutes as presented. Secretary Treasurer Reed seconded the motion. It passed unanimously.
  - b) **Next Meeting Date** – June 16, 2020
  - c) **Other** – None
  
- 8. **Public Comment** – None
  
- 9. **Adjourn** – Member Glidden made a motion to adjourn. Member Howard seconded the motion. The meeting adjourned at 6:55.