

MEETING MINUTES
ST. ALBANS CITY DOWNTOWN BOARD
& BOARD OF DIRECTORS OF ST. ALBANS FOR THE FUTURE
6:00 PM TUESDAY AUGUST 21, 2018
ST. ALBANS CITY HALL, 100 NO. MAIN STREET

Approved September 18, 2018

Board Members Present: Katy Collin, Chair; Erik Johnson, Vice-Chair; Maureen Brown; Sharon Holcomb; Elizabeth Reed; Mike Blouin; Rachel Sink; Andrea Gagner; Amanda Liese

Board Members Absent: Laz Scangas; Donna Howard; John Kelley; Emily Richard

Staff Members Present: Chip Sawyer, Director of Planning & Development; Marty Manahan, Director of Operations & Business Development; Liz Gamache, Creative Economy Liaison; Wendy Coy, Minute Taker.

Public Present: None.

- 1. Call to Order – Meeting called to order by Chair K.Collin at 6:05 pm.**
- 2. SAFF Financial Report –** Mr. Sawyer reviewed the financial report. The double payment to the County Courier has not been resolved yet. Mr. Manahan stated that he would stop the check to the County Courier.
- 3. Kingman Street Project and Appointment of Design Committee -** The Kingman project received its federal design approvals. The design committee has not been convened as it was an ad hoc committee. Members Amanda Liese, Laz Scangas, Mike Blouin, and Vice-Chair Erik Johnson will be on the Kingman Street Design Committee. Member Blouin stated that he had been asked what the net loss of parking spots would be. Mr. Sawyer wasn't sure but that they would review the plans to get an answer.
- 4. City Hall Auditorium Improvements and Project Committee –** There is now \$37,000 for improvements to the City Hall Auditorium. Member Elizabeth Reed, Chair Katy Collin, Mr. Manahan and Mr. Sawyer will be on the project committee. Mr. Sawyer stated that they need more quotes for sound and lights and need to flesh out what is going to be done with the curtains. There also needs to be an arts representative for the design committee. Vice-Chair Johnson will bring it before the arts committee for volunteers as he may be overextended. Member Liese stated that a member of St. Albans Recreational Department should be on the committee. Mr. Sawyer stated that a member of the Recreational department would be on the committee.
- 5. Discuss letters of support for grants for Congress-Maiden Lane development and Almond Blossoms Schoolhouse –** The Board reviewed the letters prepared in support of grant applications for the Congress-Maiden Lane development and the Almond Blossom's schoolhouse. Almond Blossoms schoolhouse is applying to help refurbish the entire building for

educational purposes. The owner would like to offer third shift pre-school and childcare. The owner is going for the grants to help keep her rates low. Member Blouin asked if there would be a shift differential in the amount charged for daycare. Mr. Sawyer stated that he wasn't sure what the pay structure would be but that there was the ability to pay just no childcare available.

Vice-Chair Johnson made a motion to support both letters. Member Blouin seconded the motion. It passed unanimously.

6. Project Updates –

- a) **2018 events, including Last Night** – The Last Night Committee met on Monday night. They discussed the next steps and sponsorship levels. The sponsorship levels should be finalized this week. They have come out with a finalized list of title sponsors that they are going to approach next week. They are looking for one title sponsor and three gold sponsors. Member Sink asked what family events were planned versus adult fun. Member Liese stated that the Family Dojo and the Frozen Ogre both have events planned for the tween crowd and Member Liese is running a small carnival for the younger children. They are aiming for the fireworks to start at 7:00. The rec department is going to have Hard'ack open for sledding, and (if there is snow) snowman building. Collins Pearly has agreed to host a roller skating disco night if there are no outside activities available at Hard'ack. Member Brown stated that the Committee was concerned about getting the teens interested. Member Reed stated that marketing whatever offered would be important to get the tweens and teenagers involved. Member Liese suggested that the Committee talk to one of the extra-curricular activity groups at the high school to see if any of them would be interested.
- b) **Around Our Town calendar** – They are ready to release the site to testers with passwords. Enosburgh, Fairfield and St. Albans City are going to receive the passwords so that they can demo it before their select boards.
- c) **Social Media** – Member Sink was present to update the Board. In Quarter two they were averaging twenty-one new likes per month. She reviewed the difference between post reach and total reach. The analytics have showed an increase in shares, reactions, post and total reach. The hides have decreased which means that the strategy of posting less is working. Chair Collin asked what the shares represented. Member Sink stated that this was an average number not an actual number. Vice-Chair Johnson asked if there were any extra efforts to advertise the Mayor's photo contest. Member Sink stated that there was no extra effort made for the Mayor's contest. Vice-Chair Johnson suggested that the Board give the Mayor Member Sink's information.
- d) **OPEN flag project** – Vice-Chair Johnson stated that La Casa Burrito got a custom flag dropped off but that they weren't sure who they needed to pay. Mr. Manahan stated that they needed to talk to Main Street Graphics.
- e) **Main Street Paving** – No updates as the paving has finished. This will transition to Kingman Street updates.
- f) **Downtown Wi-Fi** – Mr. Sawyer stated that the City was going to ask that the wi-fi proposal be included in the FY20 budget. Chair Collin asked if there were any other bids. Mr. Sawyer stated that they had not received any other bids.

- g) **Storefront Accessibility Survey** – No action
- a) **Creative Economy Liaison** - Member Gamache stated that she has been asked about co-working space in the Downtown area. This has become increasingly more popular. It creates a community for entrepreneurs that might want to work remotely. She wanted to know if there would be a use for this space. Vice-Chair Johnson stated that he sees this being popular. Mr. Manahan stated that there was the FCIDC and that the City had looked into this idea but there was a problem with a secure space. Member Sink asked if anybody had surveyed the community. Member Gamache stated that she was thinking of putting the idea out on Front Porch Forum and see what the community's interest would be. Vice-Chair Johnson stated that the most important would be technical support – wi-fi, internet etc. Member Gamache stated that there are film makers that want to use St. Albans to make a promotional film. This would give St. Albans a high quality film promotion

7. Committee Reports –

- a) **Community Arts** – Things are starting to ramp up for Festival of Trees. There has been a contract submitted for a DJ. The Rotary has stated that they will be taking more of an interest in the FoT. Vice-Chair Johnson stated that SACA was still working on the Fall Art walk. SACA is looking at moving their domain to be a sub-domain under St. Albans City. They are also working on deciding on a membership software. Members are looking into having blog posts done by local artists as well as films for the film festivals. FoT has some new members and started meeting in July. Mr. Sawyer asked what the Board's opinion was between a DJ and a live band. The Board discussed the different events that make up the FoT and the differences between the crowds that attend. There was a discussion of advertising the different events that make up the FoT. Mr. Sawyer stated that the Boards feedback should be forwarded to the FoT committee.
- b) **Merchants / Promotions** – They met last Wednesday. The Mayor was there. Friday October 12th is the photos will be posted in City Hall park. They will auction off the remaining photos. The milk cans are out there. Mr. Manahan stated that there was an idea to use twelve of the photos from the Mayor's photo contest to create a St. Albans calendar.
- c) **Organization** – Mr. Sawyer stated that the recommendation to have Liz Gamache be an alternate on the Downtown Board went before the City Council and they instead chose to appoint Ms. Gamache to City roles as Creative Economy Liaison. She will be attending the Downtown Board meetings.

8. Other Business

- a) **Approval of Minutes** – Member Brown made a motion to accept the minutes of July 17, 2018, as presented. Vice-Chair Johnson seconded the motion. It passed unanimously
- b) **Distribute Adopted Financial Policies** – They have been distributed to the Board and will be discussed next month.
- c) **Other** – None

9. Public Comment – None

10. Adjourn – Member Holcomb made a motion to adjourn. Member Reed seconded the motion. It passed unanimously at 7:12.