

MINUTES

REGULAR MEETING OF THE ST. ALBANS CITY DOWNTOWN BOARD & BOARD OF
DIRECTORS OF ST. ALBANS FOR THE FUTURE
ST. ALBANS CITY HALL, 100 NORTH MAIN STREET
6:00 PM, TUESDAY, DECEMBER 28, 2021

Approved January 25, 2022

Board Members Present: Maureen Brown, Chair; Emily Richards, Vice Chair (via Zoom); Erik Johnson; Donna Howard.

Board Members Absent: David Glidden; Elizabeth Reed; Ashley Cleare; Valdemar Garibay; Jeremy Read; Keith Longmore; Ben Letourneau; Jeremy Perez, alternate.

City Staff Present: Chip Sawyer, Director of Planning & Development (via Zoom); Marty Manahan, Director of Operations (via Zoom); Arleigh Young, Planning & Development Assistant; Angela Bernard, Minute Taker.

Members of the Public Present: Josh Ellerbrock, *St. Albans Messenger*.

1. Call to Order - **M. Brown called the meeting to order at 6:01 PM. No quorum present - declared an informational meeting only.**
 - a. Attendance and introductions - None
 - b. Additions or Deletions to Agenda – None

2. SAFF Financial Report.

C. Sawyer presented the financial report. C. Sawyer said the SAFF funds are now subsidizing the "downtown dollars" program. E. Johnson asked if the city is using the nonprofit registration on PayPal for this program. C. Sawyer said he would double check. E. Richards asked if the Messenger sent invoice for downtown raffle. C. Sawyer said he thinks so and that the city paid some.

- a. Discuss fiscal agency for "Queen on Kingman" event.

C. Sawyer said there is an event being planned for May 2022 called "Queen on Kingman." The plan is for a block party to celebrate the completion of the street project and that The Depot / Nelly's is planning it and looking for sponsorship. C. Sawyer thought SAFF could help out. D. Howard, E. Johnson, M. Brown, and E. Richards all agreed.

3. Discuss events/programs/committees.

- a. Marketing.

C. Sawyer said there is a video marketing campaign underway promoting downtown and to promote bringing business into downtown. The video is live on the website.

D. Howard asked if M. Manahan is reaching out to area businesses to move downtown. E Johnson asked if there are any enticements in place from the city to encourage businesses downtown. C. Sawyer said it's a case-by-case situation based on the type of business and what they bring to the area. The city then decides what tools would be most appropriate to entice them downtown.

b. Events and programs.

- i. FOT recap, Holiday Raffle, Last Night, Game Fest, Quilt Show, Queen on Kingman, Juneteenth/Pride, etc.

D. Howard presented an update on Festival of Trees. Waiting for final numbers to come in but overall, the event was successful. D. Howard expressed interest in having other groups take over individual aspects of the event.

E. Richards presented an update on the Holiday Raffle. It's gone well. Most people have picked up their gifts and the raffle winds up this week. E. Johnson suggested rewording the passport program to say, "shop and get a stamp" rather than "visit." E. Richards said it was the first year of doing it and it has room to grow. D. Howard suggested putting a Facebook post or social media announcement to tell people to get their last cards filled out and to tell them it's the last chance before the program ends. E. Johnson suggested a video demonstrating the program to promote it next year.

A. Young gave the report on Last Night. She said she combined all local downtown events and created one poster. The fireworks are the spotlight event with other events featured around town, such as specials at Jeff's, storyhour at the Eloquent Page, etc.

D. Howard updated Game Fest. Plans are moving along and underway.

C. Sawyer said the Maple Festival is still planned for the last weekend of April, although it will look different and be slightly smaller than usual, without use of the high school.

D. Howard said the Quilt Show is still planning on coming back.

C. Sawyer said Queen on Kingman is tentatively planned for May and the Juneteenth and Pride events are set to release more details in February.

c. Fundraising/Appeals

- i. T-Shirt Update.

A. Young said this is the last week of T-Shirt sales before she checks in to see how the businesses did and if they want to continue. Rail City Market has already confirmed they want to continue.

d. Arts

D. Howard said she has spoken to a few different people about possibly taking over the annual sidewalk sales.

e. Social Media / Website

- E. Johnson said he wants to set a meeting with A. Young to go over the website and discuss pages to remove and edit. C. Sawyer suggested creating a business directory.
- f. Projects: Kingman Street, etc.
- M. Brown said Kingman Street looks good and the parking garage gates are down.
- g. Organization: board appointments
- C. Sawyer announced that several board members' terms are expiring but each person has expressed an interest in continuing. E. Reed has stepped down and a new candidate is possibly stepping up, with the City Council considering appointing someone.
- h. Other
- C. Sawyer said the contractor for the tree lighting experienced some challenges this year that delayed a lot of the holiday tree lighting. Effort to make sure it doesn't happen again.
4. Other Business
- a. Approval of Minutes - with no quorum, minutes will have to be approved at a later date.
- b. Next meeting date and format - no changes
- c. Other - none
5. Public Comment - None
6. Adjourn
- M. Brown adjourned the meeting at 6:33 PM.**