

MINUTES
MEETING OF THE ST. ALBANS CITY DOWNTOWN BOARD
& BOARD OF DIRECTORS OF ST. ALBANS FOR THE FUTURE
REGULAR MEETING
ST. ALBANS CITY HALL, 100 NORTH MAIN STREET
6:00 PM, TUESDAY, JUNE 22, 2021

Approved July 27, 2021

Board Members Present: Maureen Brown, Chair; Emily Richards, Vice-Chair; Ashley Cleare; Elizabeth Reed; Donna Howard; Erik Johnson, Secretary Treasurer; Keith Longmore.

Board Members Absent: Ben Letourneau; David Glidden; Jeremy Read; Rachael Sink; Valdemar Garibay

Public Present: None.

Staff Members Present –Chip Sawyer, Director of Planning & Development; Marty Manahan, Director of Operations & Business Development

1. **Call to Order – Chair M.Brown called the meeting to order at 6:00 PM.**
 - a. Attendance and introductions – None.
 - b. Additions or Deletions to Agenda – D.Howard suggested that the minutes be considered first, in case board members leave and there is no longer a quorum.

2. Approval of Minutes

Motion by D.Howard to approve the minutes of May 25, 2021, as presented. Second by E.Johnson and approved with all in favor.

3. Social Media update.

4. SAFF Financial Report. – C.Sawyer summarized the financial report.
 - a. Discuss fundraising appeals.

There was a discussion about the content and sequencing of the fundraising appeals to larger sponsors, the general public, and businesses. General agreement that appeals to the general public and large sponsors should go first, so that SAFF could build some financial resources to immediately begin providing benefits to the first few subscriptions to the *business* appeal. Comments to highlight the FREE events Downtown in the public fundraising appeal. Also, develop Downtown support stickers/decals for those that contribute funds.

Discussion about creating an annual t-shirt design that could be sold at area stores to raise funds for SAFF. It was agreed to source a design from Jon Young, focusing on the Adirondack Chair, for the first year. Shirts would have the design on the front and the City logo on a sleeve. Roles were assigned to contact Jon and to talk to area printers for options.

There was discussion about doing a Casino Night or a Calcutta as a fundraising event. General consensus was to focus on a Calcutta as the option with the likely highest return on investment. E.Richards and M.Brown volunteered to explore that. Casino Night would be a good event for when SAFF has more funds to seed one and see how it goes.

5. Discuss events/programs/committees.
 - a. Events and Programs – M.Manahan reviewed the Summer Concert Series.
 - b. Amtrak Event July 19- C.Sawyer reported that the City was helping to coordinate an event that morning to celebrate the return of the Amtrak Vermonter.
 - c. Arts – D. Howard reviewed Make Music Day and mentioned the Sidewalk and Art Sale coming up July 9-11.
 - d. Social Media / Website – some discussion of finding a new business directory plug-in for the website.
 - e. Projects: Kingman Street, Center Street, Stebbins Street – project updates were given by C.Sawyer and M.Manahan. Some discussion of more signage and marketing for businesses on Kingman Street.
 - f. Other.
6. Other Business.
 - a. Next meeting date and format – July 27, 2021, in person.
 - b. Other – Discussion about scheduling the mixer for Last Night. E.Reed said she would set up an email chain.
7. Public Comment – None.
8. Adjourn.

Motion by D.Howard to Adjourn. Second by K.Longmore and approved with all in favor at 7:36 PM.