

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, JULY 27, 2021

Approved August 24, 2021

Board Members Present: Maureen Brown, Chair; Erik Johnson; Valdemar Garibay; Elizabeth Reed; David Glidden; Emily Richards, Donna Howard.

Board Members Absent: Keith Longmore; Jeremy Read; Ben Letourneau; Ashley Cleare.

Staff Present: Chip Sawyer, Director of Planning & Development.

Public Present: Reier Erickson; Reese Kelly; Jeremy Perez; Winnie Wilkinson; Shaun Robinson-VT Digger.

1. Call to Order. Chair M.Brown called the meeting to order at 6:03 PM.

- a. Attendance and introductions. Introductions were made for all board members and attendees.
- b. Additions or Deletions to Agenda. There were none.

2. Discuss potential 2022 Pride and Juneteenth events.

C.Sawyer introduced this item by stating that there could be a discussion of how SAFF could support events like these. R.Erickson and R.Kelly discussed the ideas for a Juneteenth and Pride celebration next year on June 19 in Taylor Park and Main Street. Neighbors for a Safer St. Albans would be the host. Discussed ideas of doing a parade and cook-out on Main St./Taylor Park. Provide resources for folks who want to learn more about what is being celebrated/remembered. Might be a unique event in New England. W.Wilkinson commented on the need to educate on the importance of Juneteenth and have things leading up to the main event.

Board members were receptive and talked about assisting with fiscal agency, insurance, marketing, event tips and other items. The conversation will continue.

3. SAFF Financial Report.

- a. Discuss fundraising sales and appeals.

C.Sawyer delivered the financial report. There were no questions.

On the subject of drafting an annual appeal, E.Richards made the suggestion to start with Mike McCarthy's letter from several years ago as a first draft for the community.

There was discussion that the large sponsor appeal should be linked to the value that Downtown adds to employment/business recruitment.

E.Richards and M.Brown stated that a challenge for the Calcutta is trying to get food/catering. E.Richards discussed various different scenarios for the features of the Calcutta. The Calcutta tentative date is Oct. 8.

On the subject of selling t-shirts, it was agreed to go with a light blue shirt. There was a suggestion to add 2021 to the design somewhere. C.Sawyer said he would send the design to printers for quotes. Need to determine quantities.

The general consensus was to sell the shirts on consignment. On the matter of the State tax paperwork, it was suggested that C.Sawyer discuss with Ashley Cleare. Desired sizes were XS, S, M, L, XL, 2XL, and 3XL.

Other to-do items are to design marketing for the shirt and start asking businesses who will be willing to sell.

4. Discuss events/programs/committees.
 - a. Events and Programs. Planning for Spooky Saturday should start in August and replicate a lot of what we did last year. Get Sponsors.
Last Night: Fireworks with sponsors. Maybe paint n sips in the auditorium.
 - b. Arts. D.Howard said that they were reorganizing. A lighting company visited City Hall auditorium to bring some options for decorative lights in the ceiling.
 - c. Social Media / Website. E.Reed asked for content contributions for social media. There is a desire to move the Downtown website away from GoDaddy, due to support issues. Discussion of an online business directory.
 - d. Projects: C.Sawyer gave an update on Kingman Street.
 - e. Organization: Rachael Sink has resigned from the board after several years of great service, especially on events and social media. Jeremy Perez was introduced as a new candidate, slated for consideration by the City Council.
 - f. Other. V.Garibay discussed a blood drive coming up on Aug 6. He also stated that FOT is looking for business sponsors again.
5. Other Business.
 - a. Approval of Minutes.

Motion by E.Johnson to approve the minutes of June 22, 2021, as presented. Second by E.Richards and approved with all in favor.
 - b. Next meeting date and format. No changes proposed.

- c. Other. V.Garibay summarized the Downtown cigarette pick-up event and discussed two more coming up in the community.
- 6. Public Comment. There was none.
- 7. Adjourn.

Motion by D.Howard to adjourn. Second by D.Glidden and approved with all in favor at 7:38 PM.