

**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, JANUARY 25, 2022**

*Approved February 22, 2022*

**Board Members Present:** Maureen Brown, Chair; Emily Richards, Vice Chair; Erik Johnson, Sec/Treasurer, Ashley Cleare (Via Zoom), Jeremy Read, Keith Longmore, Valdemar Garibay (Via Zoom), David Glidden (Via Zoom), and MaryPat Larrabee.

**Board Members Absent:** Donna Howard; Jeremy Perez.

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

**Members of the Public Present:** None

1. Call to Order - **M. Brown called the meeting to order at 6:01 PM.**
  - a. Attendance and introductions  
-Welcoming in our new member MaryPat Larrabee from the St. Albans Free Library.
  - b. Additions or Deletions to Agenda – None

2. Nomination and Election of Officers

**M. Brown tables this item until later in the meeting in hopes more members arrive.**

3. SAFF Financial Report.

C. Sawyer discussed finalizing with D. Howard that all Festival Of Trees financials were in and complete, but at this point it looks like FOT was able to match the intake from the 2019 season. Before finalizing this information C. Sawyer will double check with D. Howard who was absent.

C. Sawyer also discussed that the Downtown Dollars Program receiving a bump over the holidays with a boost from Social Media, website, and poster driven advertising. This will continue for Valentine's Day and throughout the year to keep the dollars coming in. The Fundraiser T-Shirt sales are now bringing in funds also.

C. Sawyer states that SAFF will be becoming the fiscal agent for "The Kingman Fest" and possibly for the Pride/Juneteenth Event, and funds for that will start to come in over the next weeks and months.

Overall funds are healthy.

- a. Consider corporate banking resolution.

**Tabled for after the election of officers.**

- b. Discuss integration with City accounting system.
  - i. C. Sawyer furthered the discussion of the positives of working within the City's accounting system. This would allow for creation and tracking of invoices, tax reporting, and availability for creation of 1099's. Right now there is not a consistent system in place. The City could also print checks that would then just have to be signed by one of SAFF's approved check signers.
  - ii. M. Larrabee asks for clarification on how SAFF accounts work. C. Sawyer explains that SAFF is an incorporated Non-Profit that has a bank account that is allocated to different funding lines. If outside organizations would like SAFF to be their fiscal agent it will take the funds in and write checks for the applicable events. If that organization/event has a profit SAFF would retain 10% as a fee for service. M. Brown further asks if the organization/Event needs its own tax ID? C. Sawyer says as the fiscal agent the org/event works under SAFF's tax ID.

- 4. Discuss events/programs/committees.

- a. Downtown Street Signs

E. Johnson shares a digital rendering of the proposed street signs for side street businesses. Explains that some larger cities use a similar system. The thought is to bring more visibility to the business on side streets like Kingman, Center, Lake, and others. E. Johnson would like to see if the city could look into the cost for these signs, and he proposes that each business has the option to buy in. This is just in fact finding stage at this point. C. Sawyer states that this should be brought to the City Manager.

C. Sawyer and M. Manahan discuss reservations of cost to benefit as well as need. C. Sawyer states that perhaps signs that just direct to what types of business are on the street vs. specific business names. M. Brown brings up a possible map of downtown that could be located in the public view. A. Cleare advanced the idea of a more generic sign, an example being People's Trust Company vs. ATM, more folks will recognize ATM. M. Manahan expressed that this could bring a lot of clutter to the downtown. C. Sawyer agrees that the City Manager is very concerned with looks and aesthetics and this might not fit with the plan for Downtown, and further the more generic style would probably be better-received. C. Sawyer also shared that there should also be focus on where these signs should be and who are they for, drivers, foot traffic? These items too need to be top of mind. M. Manahan furthers this with the fact that there are also safety rules to be followed, and how these signs could affect or distract drivers. C. Sawyer states the discussion will

continue. E. Johnson will attempt to obtain pictures of other cities signs for reference.

b. Marketing.

C. Sawyer said there was some advertising on VPR over the holidays that went very well. Also there is a video marketing campaign underway promoting downtown and to promote bringing business into downtown through The City with O'Rourke Media. This fits well into the Downtown Program. The video is not only promoting the downtown but also the greater community, amenities, and how business is successful here. Aside from that Social Media postings and website updates continue.

c. Discuss Events/Programs/Committees

i. Downtown Holiday Raffle:

A. Young states all the Grand Prize winners have been picked. Only waiting on pick up from the winner of the 2<sup>nd</sup> grand prize. E. Richards suggested allowing that winner until Friday for pick up or we would need to draw for a new winner. Otherwise all went well.

ii. Last Night:

C. Sawyer said the event was well attended. He feels that with the cost going up we may want to look for a sponsor next year for the fireworks. For this year to come C. Sawyer thinks we should keep it the way it was this year, doing the fireworks and perhaps something fun downtown and promoting and highlighting other downtown events.

E. Johnson suggests perhaps a mixer in July to discuss with local businesses to see what they might be planning and coordinate from there. M. Brown likes the idea, but thinks we should also put that effort into the Festival of Trees which needs the help.

iii. Festival of Trees Future:

C. Sawyer states that FOT will be a big issue as Pam Cross and possibly Judy Zoldos will no longer be leading the events. They gifted us with all the decorations. Perhaps the next step is to see if another organization would like to take it on. C. Sawyer will look into if St. Albans Recreation Department might want to take it. The biggest issue with Covid has been the inability to get volunteers. E. Richards also suggested the BFA Tech Center, wondering if they would be interested in taking it, and offering student volunteers as community service. C. Sawyer suggests we discuss more with event organizers to make sure everyone is on board with the event changing hands.

iii. Gamefest: Event is happening, D. Howard not present to discuss

iv. Quilt Show: Happening

v. Maple Festival:

C. Sawyer states it is happening April 22-24 with vendors in the park, and the parade.

vi. Kingman Festival:

C. Sawyer states it is happening with this name. There will still be a “Queen” theme with a possible Queen Cover band. At this point Shannon from Nelly’s and Lauren her booking agent from The Depot are working on this. Right now they are looking for sponsorship. The City has pitched in funds, but they will need more. They have a leveled sponsorship package offers out. Event planned for May 7<sup>th</sup>.

vii. Juneteenth/Pride:

Reier Erickson joined via Zoom to discuss the event. C. Sawyer states that the City as well as the Downtown are here to help with the event. R. Erickson states they have retained some grant funding from Lawson’s. Due to the BEI committee starting a bit late the planning has already started with hopes that the City’s BEI committee will pitch in when they can. At this point the event will center on a “Block Party” in the park and forgo the parade until next year. The block party will include various music and vendors from both St. Albans and the greater communities surrounding and their BIPOC and LGBTQ communities. R. Erickson states that within a month they will have a more solid timeline of what they will be doing for the event. C. Sawyer states SAFF is prepared to be the fiscal agent for the event if they would like, R. Erickson is in agreement. C. Sawyer states Taylor Park is reserved and the City stands ready to help. R. Erickson states that at this moment it time the focus is fundraising. R. Erickson states that the event might be on a Saturday ant that they would work with the Farmer’s Market if that is the case. Further information at the next meeting.

c. Fundraising/Appeals

i. T-Shirt Update.

A.Young discussed the pickup and tallying of the Fundraiser T-Shirts. The Big Chair shirts will bring \$708.50 to SAFF and the St. Albans Logo shirts will bring an additional \$123.50 to SAFF. The Traveled Cup, Frozen Ogre, Rail City Market, and The Hampton Inn will be continuing with shirt sales. A. Young will reassess in early March. An advertising push via social media will begin for Valentine’s Day. C. Sawyer adds that we are running out of the smaller sizes now so we will need to decide if we order more, or come out with a new addition. C. Sawyer also wonders if putting these for sale online might be a good next step as well. Perhaps old additions go online. C. Sawyer states an ad in the messenger might be a good idea, also a sign for the stores that sell the shirts so passersby can see they have them. A. Cleare furthers that we have not even tried to sell these shirts in the warmer months so perhaps we should get more and continue with this until fall, then bring in an update. Board agrees to continue with the Big Chair shirt and a new edition before Christmas again. A. Cleare as a business owner is ok with direct online sales.

ii. Fundraising Appeal

C. Sawyer discusses the need to come up with a sponsorship matrix for residence as well as businesses and with that push online with social media and the website. When

making appeal we need to highlight what the funds go to and why it's important to contribute. It would be great to have a business and resident sponsorship drive. A. Young, C. Sawyer, E. Richards, and E. Johnson will start discussing.

d. Organization: board appointments:

**Motion by K. Longmore re-elect the current slate of officers, with Maureen Brown as Chair, Emily Richards as Vice Chare, and Erik Johnson as Secretary/Treasurer. Second by V. Garibay. Vote put to the board, all agreed, no dissenting votes.** M. Brown will continue as Chair, E. Richards will continue as Vice Chair, and E. Johnson will continue as Secretary/Treasurer.

**All Board members approved and signed a new Corporate Banking Resolution granting Maureen Brown and Erik Johnson full banking authority, granting Martin Manahan the ability to sign checks and transfer funds, and the ability of City staffers Thomas Leitz, Ashley Jean, Sharon Youland and William Sawyer the ability to view the account and transactions via online banking.**

e. Arts- Nothing New

f. Social Media/ Website:

A. Young states the Facebook page is close to 5,000 Likes. Posting daily trying to promote not only events but also business pages as well. E. Richards wants to get A. Young onto Later for posting also on Instagram.

C. Sawyer states that along with the website O'Rourke Media is helping with landing page of the website. Prototypes were shown. C. Sawyer felt it was ab bit too corporate and would like more of a mix with the downtown info. C. Sawyer would also like to change the message from historically driven information and move it to what we have and what you can do. The project with O'Rourke is funded by the city.

g. Other

A. Cleare is concerned about the Parking Garage being opened all the time. C. Sawyer states there is an issue with the gate system and heaters will be installed shortly.

5. Other Business

a. Approval of Minutes

**Motion by E.Richards to approve the minutes of November 23 and December 28, 2021, as presented. Second by E.Johnson and Approved with all in favor.**

b. Next meeting date and format - no changes

c. Other - none

6. Public Comment - None

7. Adjourn

**M. Brown adjourned the meeting at 7:06 PM.**