

**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, MARCH 22, 2022**

*Approved April 26, 2022*

**Board Members Present:** Maureen Brown, Chair; Emily Richards, Vice Chair (via Zoom); Keith Longmore (via Zoom); Erik Johnson, Secretary/Treasurer; David Glidden; Jeremy Read; MaryPat Larrabee; Donna Howard (arrived at 6:09 PM) Ashley Cleare (via Zoom, arrived at 6:10 PM); Jeremy Perez (via Zoom, arrived at 6:10 PM).

**Board Members Absent:** Valdemar Garibay.

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

- a. Attendance and introductions. - None needed.
- b. Additions or Deletions to Agenda. - None.

2. SAFF Financial Report.

a. Discuss fiscal agency and insurance for Kingman Fest. - C. Sawyer presented an update on the fiscal report and Kingman Fest. The event is bringing in money and have raised around \$13,000 so far.

**D. Glidden made a motion to approve fiscal agency and insurance coverage for Kingman Fest. Second by M. Larabee. Passed with all in favor at 6:06 PM.**

- b. Determine fiscal agency fee for Festival of Trees. - C. Sawyer presented an update on the FOT.

**D. Glidden made a motion to move \$1,887.77 of Festival of Trees funds over to the Unencumbered funding line. Second by E. Johnson. Passed with all in favor at 6:04 PM.**

- c. Update on integration with City accounting system. - C. Sawyer said it's still in plans.

3. Discuss events/programs/committees.

a. Downtown street signs. - C. Sawyer said there is interest in doing something or putting together a plan to create signs for businesses down the side streets and maybe on the streetlights.

b. Marketing. - A. Young presented an update on marketing and presented the board with three concept ideas for marketing Downtown at the rest area on I-89 north heading to St. Albans. Something that presents a general idea of what people can expect to find in downtown that could be displayed in the lobby of the rest area. E. Johnson asked if this would be a poster. A. Young said the available space is

a small shelf and it could be a poster or a trifold display - something that can easily be taken down and put back up as needed. Something portable. A. Young welcomed comments and notes from the Board and invited Board members to send her feedback via email.

c. Events and Programs. -

i. FOT, Maple Festival, Kingman Fest, Juneteenth/Pride, etc -

C. Sawyer said the City had a meeting with members of the library and the museum to discuss if anyone would be willing to take on planning and putting together the Festival of Trees Gala. So far there is no one spearheading the event.

C. Sawyer presented an update on the Maple Festival. He said there will be events in the park and on Main Street, with a talent show in City Hall. He said there may be no midway rides this year. The talent show has no live audience at this point. E. Johnson asked if the Festival would be one weekend or two this year. A. Young said she thinks it's the maple open house weekend that's being spread out over two weeks.

C. Sawyer said plans for Kingman Fest are going well. Activities and live music planned for the day and it looks like it's going to be a fun event.

C. Sawyer presented an update on Juneteenth and Pride and said the group is working directly with the museum and not the city at this point but that they might reach out to the city for help at some point.

d. Fundraising/Appeals

i. T-Shirt Update. - A. Young presented an update on T-Shirt sales. Sales are still ongoing and there is a need for smaller sizes. A. Young suggested selling the shirts at the Farmer's Market this summer. Several Board members volunteered to work a table selling shirts at the Market if needed.

e. Arts. - C. Sawyer presented an update and said the city put out a call to rebuild a directory of artists in the area. A. Young said they've had a handful of artists respond with interest in being included so far. The goal is to create a list of artists that would be linked to from the downtown page. C. Sawyer said he believes that once there is a list in existence, more artists would sign up and ask to be included. A. Young suggested the city set up an alley for artists as seen in other cities, where artists can set up their work and sell it to tourists and visitors.

f. Social Media / Website. - C. Sawyer presented an update and told the board they have a mockup for a new website. He said it won't look vastly different but does have a different template and will help flush out the business directory and then bring the artists list over to the website.

g. Organization. - None

h. Other. - None

4. Other Business.

a. Approval of Minutes. - **E. Richards made motion to approve the minutes from February 22, 2022, as presented. Second by D. Howard. Minutes approved with all in favor at 6:32 PM.**

b. Next meeting date and format. - Next meeting on April 26, 2022, at 6:00 PM.

c. Other. - None

5. Public Comment. - None

6. Adjourn. - **M. Brown adjourned the meeting at 6:34 PM.**