

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 25TH, 2025

APPROVED

Members of the Board Present: IN PERSON: Maureen Brown, Chair; Emily Richards, Vice Chair; Shannon Smith; K.F. Samandari; Jeremy Read; Donna Howard; Lauren Bode; Ashley Cleare VIA ZOOM: Valdemar Garibay

Members of the Board Absent: Jackie Hawkins, Secretary/Treasurer; Debra Morton; Sharon Holcomb

Members of the SACA Committee Present: None

Members of the SACA Committee Absent: Nichole Cunningham

Members of City Staff Present: Arleigh Young, Coordinator of Planning & Development; Katie Haseltine, Minute Taker

Members of the Public Present: Josh Ellerbrock

1. Begin Recording and Call to Order - M. Brown calls meeting to order at 6:02 PM.
 - a. Attendance and introductions. - None
 - b. Public Comment on items not on the agenda - None
 - c. Additions or Deletions to Agenda - A. Young explains that the door codes have changed. Need to.
2. SAFF Financial Report
 - a. A. Young provides a quick summary:
 - i. Kingman Fest received a very generous anonymous donation, which was helpful since vendor registrations have been a bit difficult to get this year.
 - ii. No other major updates.
3. Discuss events/programs/committees
 - a. Events
 - i. Quilt Show (April 5-6), States One Acts Festival (April 11-12), Maple Festival - Parade Help? (April 25-27), Green Up Day (May 3), Kingman Fest - Booth Help (May 10).
 1. Quilt Show - A. Young shares it is the 25th Annual Quilt Show, very exciting.
 2. States One Acts Festival - No major update. M. Brown has started received hotel reservations, so it is starting to pick up.
 3. Maple Festival - A. Young shares that the City will be walking in the parade again this year and if anyone is interested in joining to let her know.
 1. E. Richards had recommended
 2. D. Howard shirt quilt idea. E. Richards curious what we would do with it. D. Howard thinks it is something you could raffle off, donate, etc.
 4. Green Up Day - just a reminder that it is on May 3rd
 5. Kingman Fest
 1. A. Young will put together a spreadsheet and do a sign-up for 2-hour shifts.
 - ii. Downtown Holiday Raffle - Subcommittee
 1. A. Young explains that E. Richards would like to step away from this role. With that being said, she is seeking two board members to help take this on. A. Cleare is happy to help with some of it, but notes it is her busy time of year. V. Garibay is also happy to help.

2. Additionally, before E. Richards steps away, they are looking to set up a meeting with some of the businesses to discuss how to improve the event/raffle. A. Cleare mentions that the lack of pictures on social media is discouraging and the board discusses potential ideas to address that, like having a picture of the prize with the business owner instead of the winner if they choose not to have their picture taken.
- iii. Quarterly Business Social 3/3/25 Recap
 1. M. Brown notes it was nice, but not well attended. A. Young shares that about 45 were registered ahead of time, but many dropped out day of.
 2. A. Young thinks the next one might be at VT Bake House to welcome them to Downtown. If they do, it would be a morning event. The committee thinks that makes sense.
 - iv. Downtown Kids Event at NWFM - Snow Globes (SACA??) Date TBD
 1. A. Young just had a thought that the snow globes could make another appearance since they were such a big hit last time. She'd like to connect with N. Cunningham about making it a kids event in collaboration between Downtown and SACA.
 - v. Events Poster Display - Donna
 1. D. Howard shares that there is a glass case at the rest area between Georgia and St. Albans on I-89 North. She spoke with someone who manages content in the case and sometimes people no show for their time to fill the case. D. Howard is wondering if the board might be interested in having some materials ready to go when someone no shows, so that the case can be filled on those off times. D. Howard highlights that it would be free advertising. The board thinks it is a great idea. A. Young will do some research on the cost to put some materials together and report back to the committee.
 - vi. Fountain Shirts - St. Albans Museum
 1. D. Howard asks if any of the shirts have ever been given to the museum. A. Young does not believe they have been. D. Howard would like to see each iteration of the t-shirt moving forward be donated to the museum for their archives.
 - vii. Book Fair - D. Howard shares it will be June 1st.
 - viii. Waldo - D. Howard shares that Waldo is coming back this year. S. Smith asks if Nelly's can participate this year. D. Howard explains that she is happy to have them, and reminds that staff would need to know where it is hidden and then they would need to stamp the cards.
- b. Programs - None
 - c. Fundraising/Appeals - None
 - d. Marketing
 - i. Social Media Survey Results
 1. A. Young shares the results, highlighting that the majority of responders did indicate that Facebook is their most used social media, despite other feedback indicating otherwise.
 2. Additionally, 49 respondents out of 73 indicated they'd like to receive an events email if one was created. A. Young is not going to jump on this immediately, but think it is something for the board to consider doing.
 3. E. Richards recalls that L. Bode had a great idea that we should list the upcoming events in the quarterly water bills. A. Young will look into that. D. Howard adds that water bills only go to the homeowners, and that misses the renters. She suggests that a larger version be printed and given to apartment owners to reach that population.
 - ii. Maple Festival Booklet - Full Page Ad
 1. A. Young shares the ad. The committee likes it.
 - e. SACA Update - None
 - f. Social Media/Website
 - i. Website redesign update

