

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 26TH, 2024

APPROVED

Members of the Board Present: IN PERSON: Maureen Brown, Chair; Emily Richards, Vice Chair; Erik Johnson, Sec/Treasurer; Donna Howard; Debra Morton; Nichole Cunningham; Jeremy Read; Shannon Smith; Debra Morton; K.F. Samandari; VIA ZOOM: Valdemar Garibay

Members of the Board Absent: Lauren Bode; Sharon Holcomb; Jennifer Kostuck, Alternate

Members of the SACA Committee Present: None

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

Members of the Public Present: Karen Scheffler; Jim Stiles; Diane Read

1. Begin Recording and Call to Order. E. Richards calls meeting to order at 6:00 PM.
 - a. Attendance and introductions.
 - b. Public Comment on items not on the agenda - None
 - c. Additions or Deletions to Agenda. - None
2. Art in the Alleyways - Presenting Karen Scheffler & Jim Stiles
 - a. J. Stiles explains this original conversation started with him and Jim Cameron. J. Stiles shares that weatherization efforts can pose opportunity for some fun pop-up events. Jim Cameron initially had the idea around pop-up events.
 - b. A. Cleare and A. Young inquire what they think would be the rollout. They are both curious if they are thinking about doing a pop-up event for all alleyways at once or spread out. K. Scheffler thinks that starting with one alleyway and working towards building it up is their current thought on rollout.
 - c. J. Stiles shares some examples of ideas around alleyway enclosures and art opportunities.
 - d. S. Smith asks who owns the alleyway. J. Stiles shares that it can vary and C. Sawyer would be the one who knows the specifics around that.
 - e. J. Read asks what they think the timeline would be. K. Scheffler is thinking a weekend event. D. Howard mentions that Sidewalk Sales could be a great time to advertise or do a pop-up for these alleyways. A. Young asks if it would be static displays of art or if it would be live art/music events and if there would be opportunity to monetize or raise money for energy efficiency efforts.
 - f. N. Cunningham, representing SACA, is very interested in pursuing this further.
 - g. E. Johnson suggests the alleyway between City Hall and the Welden since the City owns both and that could be a good place to start. A. Young will connect K. Scheffler and J. Stiles with SACA to start further discussion. D. Howard asks if a short-term pop-up would require design review approval. A. Young would have to check with S. Bennett. E. Johnson believes it would just require landlord approval.
 - h. A. Young will connect N. Cunningham, J. Stiles, and K. Scheffler to discuss this further.
3. SAFF Financial Report
 - a. A. Young doesn't have much to report. Festival of Trees will be touched on later on.

4. Discuss events/programs/committees

a. Events

i. Maple Festival, Kingman Fest, Summer Concert Series, etc.

1. Maple Festival

1. A. Young reminds downtown businesses to submit their window displays. A. Young shares the city is looking for volunteers to join them in the parade on Sunday.
2. D. Morton might be able to if there are enough adults for the Girl Scouts.

2. Kingman Fest

1. A. Young asks about updates. S. Smith shares it is being advertised heavily.

3. Summer Concert Series

1. A. Young shares that dates are all set and the first date coincides with Juneteenth.

ii. ECLIPSE Is NOW!!!

1. A. Young shares a sign-up sheet C. Sawyer has created to help with making sure events go smoothly that day. Church Street will be a one-way going south, so volunteers are needed to ensure that people don't try to go down from Fairfield Street. S. Smith asks why they aren't considering closing the street. A. Young explains that the church and courthouse will be using their parking lots so the street can't be completely shut down.
2. E. Johnson asks if there are additional signs to direct people to the parking garage. A. Young had that same thought and will look into that.
3. A. Young will send this out to the group for people to sign up if they have the time and can help. M. Brown mentions it can be sent to others that the board feels might have the time to help and volunteer as well. A. Young also shares that C. Sawyer has offered up an eclipse apparel item to each volunteer if that entices anyone!
4. N. Cunningham asks about helping out on Sunday. A. Young believes they are all set for Sunday, but will add an option to the sign-up sheet for Sunday help in case anyone is available that day in the case they end up needing some extra hands.
5. E. Johnson suggests a small contact list for volunteers so they know who to contact in case they need it. A. Young thinks that is a good idea.
6. A. Young asks if anyone has pop-up tents the city can borrow for that day for the band. D. Morton has 2 that she can loan to the city.
7. M. Brown asks about glasses and if there are some available. A. Young has held onto M. Brown's for the hotel since she knew she wasn't handing out the glasses until guests arrive that weekend. A. Young share that she has S. Smith's and J. Hawkins' glasses for Nelly's and 14th Star if they'd like to grab them at the end of the meeting.
8. M. Brown emphasizes the need for board members to commit their time to participating and helping out at events like these.

iii. The Vermont Railroad Show and Rotary Home Show Recap

1. E. Johnson shares the railroad show went well.
2. E. Johnson shares the Home Show was not as engaging as last year. The City's placement at the show was different from last year. D. Morton was with the Girl Scouts selling cookies and their sales were lower than last year, noting less engagement as well.

3. E. Johnson asks if board members thought the time slots for manning the table should be shortened. Board members were fine with the time slots and were fine to be there for a few hours.
 4. J. Hawkins proposes that the board should consider
 5. E. Johnson suggests a "Who Are We, What do We Do?" poster.
- iv. Festival of Trees - Josh Pallotta Award Approval
1. A. Young shares the ending balance for FOT minus expenses is \$32,631.01.
 2. E. Johnson shares that the connection between People's Trust and Plaid was interrupted, so two years of FOT sales from various things (brunch, shirts, gala, etc.) has now been deposited. Overall, this means \$19,000 can go to the Josh Pallotta fund, \$3,263.10 will go to SAFF, and \$10,367.91 will remain for cash towards FOT 2024.
 3. D. Howard motions to transfer \$19,000 from 2023 FOT Funding to the Josh Pallotta Fund. A. Cleare seconds. Motion passes with all in favor.
 4. J. Hawkins asks if financials will be adjusted to reflect the proper sales for each year of the FOT. A. Young will check with C. Sawyer on how that will be handled.
- b. Programs
- i. Business/Building Inventory Committee Update - No update.
- c. Fundraising/Appeals
- i. Eclipse shirt update
 1. A. Young updates that clothing sales are going well for only being out a little over a month. About 175 pieces will be available on April 8th for sale.
- d. Marketing - None
- i. Business/Consumer Committee Update
 1. A. Young shares that the survey returns are going well. She believes that sending them out with the Water Bill has helped substantially. The City has an intern from UVM who is processing these surveys and will compile results for the board and city staff to review.
- e. Arts
- i. SACA Update- Nichole & Jennifer absent.
 1. N. Cunningham shares Wednesday Creative Connections are still happening. Those events continue to grow. J. Kostuck will be doing a window display for City Hall. They also plan to do some fun Maple themed tattoos and arts with the kids for Maple Festival.
 2. N. Cunningham said that next up is Pride Weekend and SACA has reached out to the St. Albans Pride Corps to partner and do some fun arts and events that weekend.
 3. N. Cunningham also shares Make Music Day is coming up and SACA is thinking about doing some handmade instruments in the park with people. They also hope to partner with Northwest Access TV to do some coverage of the work SACA is doing to promote the arts in Downtown.
 - ii. Animating Infrastructure Grant
 1. N. Cunningham does not have any updates on that right now. The grant has been submitted, and we are waiting to hear back.
- f. Social Media/Website
- i. Website RFQ
 1. A. Young shares there is no RFQ yet.
- g. Organization- None

- i. Election of Secretary/Treasurer
 - 1. D. Morton motions to approve J. Hawkins as Secretary/Treasurer. E. Johnson seconds. Motion passes with all in favor.
 - ii. Sign Banking Resolution Paperwork
 - 1. The Downtown Board signs the Baking Resolution Paperwork.
 - h. Other
 - i. D. Howard mentions April is national poetry month. She will send information to A. Young so that a post can be put out on social media.
 - ii. A. Young shares that there are 2 people who have expressed interest in photographing during the Eclipse event, E. Johnson and Jim Greene. E. Johnson removes his name from the running. E. Johnson motion to approve Jim Greene and to pay him \$225.00 for the photography at the Eclipse Event. D. Howard seconds. Motion passes with all in favor.
5. Other Business
- a. Approval of Minutes 2/27/2024
 - i. E. Richards motions to approve minutes as present. E. Johnson seconds. Motion passes with all in favor. J. Hawkins abstains.
 - b. Next meeting April 23, 2024, 6 PM
 - c. Other
 - i. E. Johnson reads a note he has written to the St. Albans for the Future indicating his resignation from the Downtown Board with his recent election to the City Council. He would still like to remain available to help out as needed as he fully loves the progress the Downtown Board has made over his time serving.
6. Adjourn. M. Brown adjourns the meeting at 7:07 PM.