

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, APRIL 23RD, 2024

APPROVED

Members of the Board Present: IN PERSON: Maureen Brown, Chair; Emily Richards, Vice Chair; Donna Howard; Nichole Cunningham; Lauren Bode; Sharon Holcomb; Shannon Smith; K.F. Samandari; VIA ZOOM: Valdemar Garibay

Members of the Board Absent: Jeremy Read; Debra Morton, Ashley Cleare, Jackie Hawkins

Members of the SACA Committee Present: Jennifer Kostuck; Nichole Cunningham

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

Members of the Public Present:

1. Begin Recording and Call to Order. M. Brown calls meeting to order at 6:02 PM.
 - a. Attendance and introductions.
 - b. Public Comment on items not on the agenda - None
 - c. Additions or Deletions to Agenda. - None
2. Single Bike Racks in Downtown
 - a. A. Young shares an idea that was brought to Erik Johnson about bike racks in the Downtown area. D. Howard asks if there are any bike racks in town. A. Young doesn't believe there are, but some bike racks will go back up in Taylor Park soon (they are taken away in the winter). D. Howard wonders about the possibility of using the corners of the parking garage for motorcycles and bikes noting that there is a lot of unused space in those areas. M. Brown suggests reaching out to someone (didn't catch name) since he is involved in the biking accessibility of the area. N. Cunningham mentions reaching out to the library about input. D. Howard wonders about any interest from Bootlegger Bike's or Kevin's Sports in having bike racks outside their buildings..
3. SAFF Financial Report
 - a. A. Young shares there isn't anything major to note, the Vibrancy Fund has changed slightly due to some Eclipse items. D. Howard asks about the expense to the Arts. A. Young isn't sure what that is, but will look into it and report back.
4. Discuss events/programs/committees
 - a. Events
 - i. Eclipse Recap-Best Event Ever, Maple Festival, Kingman Fest, Summer Concert Series, etc.
 1. Apparel and sticker sales
 1. A. Young shares an estimated 3,000 people came to Taylor Park and about 5,000 throughout the Downtown area came to see the Eclipse. Expenses (entertainment, streetscape, portable toilets, and photography) were \$7,785.25 which is coming out of the Vibrancy Grant Funds. Apparel revenue was great, overall was just over \$7,000. A. Young mentions that the capital from apparel sales can be used towards more shirts to sell at Kingman Fest, the summer Farmer's Markets, and others.

2. Business perspective
 1. D. Howard doesn't think she ran into a single unhappy person. Everyone was very happy and excited to be there for the event.
 2. A. Young shares it was phenomenal for everyone she spoke with. It was great for businesses. M. Brown reflects that everyone was very respectful, and it was just a really great event.
 3. S. Smith mentions that there was plenty of parking and all went really well.
- ii. Book Fair, Maple Festival, Kingman Fest, NW Farmers Market, Summer Concert Series, etc.
 1. D. Howard shares that the Book Fair turnout increased from last year. The book appraisal table saw a lot of traffic.
 2. Maple Fest is gearing up. Weather is looking good. M. Brown shares the hotel is pretty booked up for it, so that's good.
 3. S. Smith shares they are as ready as they can be for Kingman Fest.
 4. Farmer's Market & Summer Concert Series are all scheduled. A. Young shares that the idea has come to light around having a Winter Concert Series where the public is invited to City Hall for a weeknight concert (bring your own chair, blanket, food, the City might have a bar). Board members thought that was a great idea.
- b. Programs
 - i. Business/Building Inventory Committee Update - No update.
- c. Fundraising/Appeals
 - i. New color Fountain Edition-Kingman First
 1. A. Young shares that they would like to revive the Fountain Shirt from last year, noting that the color was not as well received as anticipated. After asking for some input and feedback, A. Young has heard that teal and light gray colors are favored. The board has a general consensus of liking the Heathered Teal and Frost Blue colors presented.
 2. A. Young shares an error made by the shirt printers for the Eclipse shirt that has sparked an idea of re-printing with just the white part of the design. The board thinks it is very striking in that way and would love to see those for sale. M. Brown asks if those colors for the Fountain Shirt would also be for this. A. Young shares these would be black shirts only with white printing to keep the striking look and design of the shirt. A. Young will check in with the company about options, but the board is in favor of removing the "Totality in Taylor Park" piece of the shirt and seeing about the possibility of moving the City of St. Albans piece of the design to the arm or back side of the shirt.
 3. A. Young shares that she has been chatting with Mike Manahan (one of the admins for the St. Albans Facebook page) and he is potentially going to collaborate with the Downtown board with a shirt design. M. Manahan has a charity that he raises money for and this would help that. The board is open to that collaboration. D. Howard shares concern around fairness for other charities that may also be interested in an opportunity like this. A. Young will regroup and see M. Manahan coming to the next meeting to discuss further.
 - ii. Sales at Kingman Fest, NWFM, Church Street Fest-expectation and planning
 1. A. Young wanted to quickly touch on this and mention that if shirts will be sold, she needs the board to make a concerted effort towards volunteering and helping to table at these events and being involved from everyone in some capacity.
- d. Marketing - None

- i. Business/Consumer Committee Update
 - 1. A. Young, no real update. The surveys have been coming back really strong, especially the consumer one. Sending them out with the water bill has worked very well. The intern from UVM has been compiling that data and has started with that and should have a summary of those results by the May meeting.
- e. Arts
 - i. SACA Update
 - 1. N. Cunningham shares they have plans to do face painting and other fun crafts for the Maple Festival.
 - 2. After Maple Fest, Pride Parade will be coming up. If it is nice out, they plan to look at doing messy art (bubbles, color powder). If it isn't great out, there will be good indoor activities for kids. A. Young asks if they have reached out to D. Morton about the Girl Scouts and if they might want to help with face painting. N. Cunningham has not, but will look into that.
 - 3. Make Music Day (Friday June 21st) - SACA is planning to do make your own rain sticks.
 - 4. N. Cunningham shares that SACA has been given the keys to the Nourish space and is able to utilize it for events and programming until a tenant can utilize the commercial space with the already established kitchen set-up. J. Kostuck shares her excitement for being able to use that space since the City Hall space has outgrown the amount of traffic she is getting for the pop-up art nights they have been hosting.
 - 5. L. Bode wonders what effort would have to happen to see about the potential of gaining full access and use of the Nourish space.
 - f. Social Media/Website
 - i. Website RFQ
 - 1. A. Young shares she will be working more on the RFQ now that the Eclipse event is over. She is hopeful that by the next meeting she will have something for the board to look at. M. Brown asks if she needs any help. A. Young shares that C. Sawyer had put together an RFQ in the past and is going to rework that.
 - 2. A. Young also looks for a read with the board on social media platform use. N. Cunningham believes it is dependent on what she is going on to look for noting events are usually Facebook, but scoping out a new place is likely Instagram. L. Bode shares that social media platform engagement varies for different generations.
 - g. Organization- None
 - h. Other - None
- 5. Other Business
 - a. Approval of Minutes 3/26/2024
 - i. D. Howard motions to approve minutes as presented. S. Smith seconds. Motion passes with all in favor.
 - b. Next meeting May 28, 6 PM
 - c. Other - None
- 6. Adjourn. M. Brown adjourns the meeting at 7:17 PM.