

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 26, 2022

Approved May 24, 2022

Board Members Present: Maureen Brown, Chair (via Zoom); Keith Longmore; Erik Johnson, Secretary/Treasurer (arrived 6:15 via Zoom); David Glidden; Jeremy Read; MaryPat Larrabee; Ashley Cleare (via Zoom, arrived at 6:10 PM); Jeremy Perez; Valdemar Garibay(via Zoom).

Board Members Absent: Donna Howard; Emily Richards, Vice Chair

City Staff Present: Chip Sawyer, Director of Planning & Development; Arleigh Young, Planning & Development Assistant & Minute Taker; Marty Manahan, Director of Operations & Business Development.

Members of the Public Present: Josh Ellerbrock, *St. Albans Messenger*.

1. Call to Order. M. Brown called the meeting to order at 6:00 PM.

a. Attendance and introductions. – J. Perez’s first in person meeting, introductions around the table and via Zoom.

b. Additions or Deletions to Agenda. - None.

2. SAFF Financial Report.

a. Discuss overall financial stability with good funding in the Arts and Unencumbered accounts mostly due to the revenue from FOT. Merchants account is a bit low. Downtown Dollars s still bring in funds. The Fundraiser T-shirts will be reconciled again in the coming weeks to see where that account lies, more shirts have been ordered for the summer. FOT account is strong with a carryover balance of \$8,000 from last year.

C. Sawyer states that for upcoming marketing efforts the money will come from both Unencumbered and Merchants funds.

The big news is the fundraising efforts for Kingman Fest. C. Sawyer shows that they have brought in more sponsorships than FOT. While there is still many pending bills that will need to be paid, the event organizers are looking to make a donation to SAFF above the fiscal agent fee that was discussed from the start.

M. Larabee asked for clarification of the Downtown Dollars program. C. Sawyer explained that there are \$10.00 card available online or at City Hall, businesses in town accept them and return them to City Hall for reimbursement. Program started as an effort to support local businesses during Covid 19.

3. Discuss events/programs/committees.

a. Marketing. - A. Young presented an update on marketing. At the present time she is working on Facebook and Instagram presence. She did not have, but is in hope to have, a couple mock-ups for the Rest Area display next meeting. She discussed her spot on WPTZ News for the Maple Festival for the Downtown.

c. Events and Programs. -

i. FOT things are moving forward on some programs for FOT. SAM is in for the Polar Express, and it looks like there will be paint and sips, a tree walk, and some other events, but we are still looking for someone to take the Gala. C. Sawyer states that we need to find someone in the next 4-5 months. D. Glidden asked if anyone has reached out to Spectrum. C. Sawyer says no, but they could be a good option. The discussion was furthered by discussing how the Gala can make money and what someone would need to have in order to make it happen. The biggest cost is in the time it takes to set it up and tear it down.

ii. Maple Festival proved to be very advantageous for the downtown businesses. Most felt that because there was no craft show that people stayed on Main Street and spend money at the businesses. M. Manahan said that the vendors stated this was the best year they had in many years. V. Garibay expressed that folks complained that the fountain was not on. The City does not turn on the fountain until into May due to safety issues. A. Cleare wondered if the festival had to close at 6, she noticed lots of people showing up downtown at 6 and everything was closed. C. Sawyer states that it partly has to do with necessary police presence at the event, and also on Sunday the road needs to get opened back up so Public Works needs the time. J. Perez suggested perhaps using the National Guard to help with security for the event.

iii. Kingman Fest is upcoming on May 7th 5-9. SAFF will have a presence selling the t-shirts. A. Young was hoping a couple more would be there to help on the first shift. M. Larabee stated that she has help. New Big Chair shirts have been ordered, the color is a bit more minty. A. Young is hopeful the new order of shirts will be ready in time for Kingman Fest.

iv. Juneteenth/Pride- The Museum has something in the works that will coincide with the Farmers Market. Another group is planning an event also, not too many details at this point. K. Longmore expressed concern for combining the 2 events, and C. Sawyer stated that SAFF or the City cannot dictate what this group can do with the event.

v. Summer Concert Series begins at the end of June. 14th Star will be there to sell beer and be the rain space if needed. There will also be a food truck available.

vi. Food and Wine Fest as of now will not be happening this year.

d. Fundraising/Appeals

i. T-Shirt Update. - A. Young presented an update on T-Shirt's. New order is in the works. Looking forward to selling at Kingman Fest and the NWF. Looking for more volunteers to fill slots over the summer.

e. Arts. – A. Young is still building the database, about 50 members at this point of all fields and genres of arts as well as a few supporters. At this time the list is heavy with visual artists, and we would like to see more variety in other areas. K. Longmore asked if the City will provide venues for these artists, and A. Young assures that this is the plan, to use City Hall and other areas to display and promote the Arts. We will also display the database on the website to allow for the general public to access the artists as well.

f. Social Media / Website. – A. Young presented that she continues to build the social media platforms, and work on the website continues. New website is up with some great updates. Ongoing work to the business page, SACA page, and events pages. Adding the t-shirts for sale on the site is also a priority.

g. Organization. - None

h. Other. - None

4. Other Business.

a. Approval of Minutes. – **M. Brown made motion to approve the minutes from March 22, 2022, as presented. Second by K. Longmore and D. Glidden. Minutes approved with all in favor at 6:38 PM.**

b. Next meeting date and format. - Next meeting on May 24, at 6:00 PM.

c. Other. - None

5. Public Comment. – V. Garibay shared that St. Mary's would have a blood drive on May 27th and was hoping we could help share. A. Young stated she would link up the information to the Downtown Social Media.

6. Adjourn. - **M. Brown adjourned the meeting at 6:41 PM.**