

## 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, MAY 24, 2022

*Approved June 28, 2022*

**Board Members Present:** Maureen Brown, Chair; David Glidden (via Zoom); Emily Richards, Vice Chair; MaryPat Larrabee; Ashley Cleare; Keith Longmore; Erik Johnson, Secretary/Treasurer; Jeremy Perez (via Zoom, arrived at 6:10 PM); Donna Howard (arrived at 6:25 PM).

**Board Members Absent:** Jeremy Read; Valdemar Garibay.

**City Staff Present:** Chip Sawyer, Director of Planning and Development; Arleigh Young, Planning and Development Assistant; Angela Bernard, Minute Taker.

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

C. Sawyer presented the financial report. Kingman Fest was successful and brought in a lot of money. Some more proceeds have come in from T-Shirt sales with a new tally of \$4,600. The Taylor Park concert series fund needs replenishment, which they are working on. C. Sawyer also explained that the Kingman Fest group plans on leaving some money in the account to seed a future event.

- a. Discuss Kingman Fest fiscal agency fee - tabled until a later meeting.

3. Discuss events/programs/committees

- a. Kingman Fest Debrief - C. Sawyer explained that the City had a meeting with Kingman Fest planners about possible repeats of the event in the future. The planners requested possibly hosting two per year in the future, one in the spring and one in the fall. E. Johnson offered up some suggestions to make the flow better, including rerouting lines and moving vendors and sponsors around. A. Cleare said she heard a lot of positive feedback from people. M. Brown said the sound was good and the band wasn't audible at the downtown hotel. C. Sawyer said he encouraged the event planners to make sure it wrapped up by 9 PM to cut down on noise for local residents. C. Sawyer said this year's event showed plenty of potential and that hopefully the weather will be cooperative and not be a setback in the future.
- b. FOT update - C. Sawyer said they believe they have someone to spearhead and plan the FOT gala. He also said it's time to start planning the event.
- c. Other Events and Programs - E. Johnson presented an update on the Mayor's photo contest.
- D. Howard has taken over a lot of the logistics for the event. Submissions are open until the first week of July. Plans for a possible in-person reception are still in discussion, with the possibility of

holding one either in Taylor Park or at City Hall being floated. The winners will be displayed in the park and the photos eventually auctioned off. E. Johnson explained the D. Howard sent out a press release and he created a Facebook event page for it. M. Brown asked what the theme is this year - *Vermont Memories*.

d. Fundraising/Appeals

i. T-Shirt sales at Farmers Market - A. Young explained that the City plans to start selling T-Shirts at the Farmer's Market sometime in June. The Village Frame Shoppe has also decided to start selling shirts, while Frozen Ogre has opted out. A. Young explained that she is planning on keeping the Farmer's Market sales simple, no tent just a table and opting out when the weather is bad. Board members are encouraged to volunteer for different weekends to manage sales. E. Richards asked how Board members would get the shirts and return those that don't sell. A. Young said the volunteer can come on Friday to pick the stuff up. A. Cleare offered a foldable, portable table from Rail City Market for sales.

M. Brown asked if the big chair is going to be out in the park. C. Sawyer said he would make a call about it.

E. Johnson suggested having the chair repainted or freshened up every year, possibly by different artists.

E. Richards asked about possible future T-Shirt designs. C. Sawyer said the first step is to come up with a theme, and he suggested setting it before a small group of artists as opposed to a community-wide submission process. D. Glidden said his work holds T-Shirt design contests and he would share the language that they use in the rules. C. Sawyer asked the Board to send A. Young some suggestions for possible themes (ideas thrown out included architecture, the fountain, a train, the downtown streetscape, etc.). E. Johnson suggested accepting drafts or sketches and then narrowing it down and asking a select group of finalists to create a more finalized design, as opposed to making the entire pool of applicants create detailed and in-depth drafts in the first round.

e. Arts - D. Howard said she's waiting to hear more about plans for Make Music Day. K. Longmore asked if the City is still putting together a database of artists. A. Young said yes and she is hoping to plan an art show. K. Longmore asked if there is a residency requirement. A. Young said in the area, but not necessarily in the city. A. Young said she has an email group that she communicates with. C. Sawyer suggested an art show and food festival in the park in the fall. The previous food and wine festival from past years is on hold at least again this year.

f. Social Media / Website - A. Young presented an update on the Downtown social media posts. She has been updating the page with new posts regarding programs, such as Downtown Dollars. C. Sawyer suggested putting a Facebook post out about a deadline in anticipation of graduations and teacher gifts.

g. Organization- None.

h. Other - A. Young presented the Board with a few ideas for the rest area display. She passed some drafts around the room for feedback from the Board. The shelves that are available for the display are only around 18 inches tall, so the display has to be long rather than tall.

K. Longmore asked about plans for Juneteenth plans and a possible banner over Main Street. C. Sawyer explained that the banner has been requested and will be placed over the street for Juneteenth. K. Longmore asked if there will be a Black Lives Matter logo on the banner. C. Sawyer explained the design and explained that one side of the banner will say "Black Lives Matter," as requested by the City's Belonging, Equity, and Inclusion Committee. K. Longmore explained that he doesn't see that logo as necessary for the banner and explained that he is prepared to go to court to prevent the saying "Black Live Matter" from appearing on the banner.

C. Sawyer said there will also be a second banner planned for over Main Street celebrating Pride during the month of June.

M. Brown reminded Board members to sign up to sell shirts.

D. Howard told the Board that her store has been chosen to participate in a nationwide "Where's Waldo Hunt" event from July 1 - 31. D. Howard explained that she's waiting for more information and logos from the publisher to use in public relations materials.

#### 4. Other Business

a. Approval of Minutes - **M. Larrabee made a motion to approve the minutes from the April 2022 meeting. Second from K. Longmore. Minutes approved at 6:42 pm. E. Richards and D. Howard abstained.**

b. Next meeting date and format - Next meeting is set for June 28, 2022 at 6:00 PM.

c. Other - None.

5. Public Comment - None.

6. Adjourn - **M. Brown adjourned the meeting at 6:43 PM.**