

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 28TH, 2024

APPROVED

Members of the Board Present: IN PERSON: Maureen Brown, Chair; Emily Richards, Vice Chair; Donna Howard; Nichole Cunningham; Shannon Smith; K.F. Samandari; Debra Morton VIA ZOOM: Valdemar Garibay; Jackie Hawkins, Sec/Treasurer; Lauren Bode; Ashley Cleare

Members of the Board Absent: Jeremy Read, Sharon Holcomb

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: None

1. Begin Recording and Call to Order. M. Brown calls meeting to order at 6 PM.
 - a. Attendance and introductions.
 - b. Public Comment on items not on the agenda - None
 - c. Additions or Deletions to Agenda - None
 - i. N. Cunningham asks if SACA reimbursable items need to be added. A. Young states it can be addressed during the "SACA Update".
 - ii. S. Smith wonders about adding an item on the agenda regarding crime and the growing hesitation for people to come downtown to events. A. Young shares that Lieutenant Wetherby is always happy to come and have a conversation with the board. A. Young also notes that the problem is largely with the judicial system because the police are doing the convictions, but it never gets further than that. E. Richards knows that the board is not going to have the ability to create much change in the crime scene, but maybe exploring an ad campaign that communicates to the public what is being done and trying to help spread awareness around the efforts being made. A. Young suggests that the board brainstorms some ideas for how to help with this and come to next months meetings with those thoughts.
2. SAFF Financial Report
 - a. A. Young shares that most changes are for Festival of Trees (gave \$19,000 to the Josh Pallotta Fund), and unencumbered funds have gone up, noting that might be a bucket of funding that can be used to address the issue of crime in the city.
 - b. Kingman Fest finished up and ended with about \$8,000 to rollover into planning for next year. A. Young also shares that they donated above the fiscal agent fee of 10% back to the City (SAFF) and did 20% which was about \$2,000.
 - c. A. Young follows up on a question about the negative SACA line item on the financial report last month by explaining that was the net amount over the fiscal year. This was accounting for debits that have come out of the account throughout this fiscal year and not tied to a single recent transaction.
3. Discuss events/programs/committees
 - a. Events

- i. Maple Festival & Kingman Fest
 - 1. Maple Festival - A.Young explains it went great.
 - 2. Kingman Fest - A. Young shares this also went great.
 - 1. S. Smith shares there was concern around rain. Luckily, the rain ended right before the concert started so that was good. S. Smith also states that they always learn something new each time they do it. This year a couple of tip jars were stolen.
 - 2. A. Young shares that 4 shirts were were sold during the event. N. Cunningham wonders how that compares to the previous year. A. Young shares that the board has not sold them at Kingman Fest in the past, so it is hard to compare. However, they did get a lot of good feedback about the colors.
 - ii. Northwest Farmers Market, Summer Concert Series, etc..
 - 1. June 21st - Make Music Day, if anyone has paper towel tubes, save them and get in touch with N. Cunningham to get those to her.
 - 2. June 8th - Pride Weekend is coming up. SACA is doing an ice cream social on Sunday and messy art in the park on Saturday.
- b. Programs
- i. Vibrancy Fund 2024-25 Budget and Plans
 - 1. A. Young provides an update, sharing that \$11,000 has been spent so far. At the last Downtown Coalition meeting, they were informed that the funds can be rolled over to be used in FY25, so that allows more time for spending the grant down.
 - 2. A. Young shares the proposed items for spending that down are:
 - 1. \$5,000 - tree lighting "Hallmark in the Park" for expenses related to the event, no laser light show
 - 2. \$5,000 - Covered walkway art project to help fund hiring a consultant for developing a plan to affix the art, the lighting, and all the logistics.
 - 1. S. Smith saw one recently and is excited for this project in the City.
- S. Smith leaves the meeting at 6:15 pm.*
- 3. \$15,000 - Website and Media Development to rework the website and assist in getting photo and video collateral, which also needs to include "Shared Marketing" that is now required by the Downtown Coalition.
 - 3. E. Richards motions to approve the proposed grant spending. D. Howard seconds. Motion passes with all in favor.
- ii. Downtown Dollars Overview
 - 1. Through some discussion, A. Young shares a proposal around investing some of the Downtown Dollars. S. Macy and C. Sawyer were part of this discussion. Other than FY21, which was the year Downtown Dollars began, the number of purchased cards to returned cards was pretty even, so there is feasibility in investing say, \$10,000, in a CD for other venture. L. Bode suggests adding a High Yield Savings account to the list of potential investment fund areas.
 - 2. A. Young to discuss with C. Sawyer and come back to the board with the official proposal for approval from the board.
- c. Fundraising/Appeals
- i. New color Fountain Edition-Kingman First
 - 1. Already discussed above.
 - ii. Sales at NWFM-June 8, July 27, could we consider 2 a month? Will folks be available to help?
 - 1. A. Young will put together a list of dates for board members to sign up for.

2. E. Richards suggests exploring one farmers market and one summer concert series a month. She also recalls selling raffle tickets during the summer concert series and doing really well with fundraising during that time. A. Young will look into adding a couple dates for that as well as raffle ticket sales.

L. Bode leaves the meeting at

6:30 pm.

- iii. Taylor Park Coffee Table Book revisited - Donna Howard
 1. D. Howard wonders if it might be worth revisiting getting St. Albans City photo books and selling them at Downtown Businesses. M. Brown asks who the photographer is from the one that was done last. A. Young shares it is Kelly Wakefield. N. Cunningham asks if D. Howard was thinking of opening it up to artists to submit work to be featured. D. Howard was thinking about keeping it to one person for now so costs are kept down (thinking of buying rights to pieces), and she has access to historical photos at no cost.
 2. A. Young asks if the board likes the shape and size. All seem to agree and like this design. D. Howard will take this on as a Downtown Board responsibility and bring this back to the board next month for further approval and discussion.
- d. Marketing - None
 - i. Business/Consumer Survey Update
 1. A. Young does not have an update, but will bring an update for next month.
 - ii. Discover Guide - Saint Albans Messenger
 1. A. Young passes around past year's guidebooks so the board can review the content and feel of past media that has been used and asks if they have any suggestions. D. Howard suggests making sure to add in winter scenery in hopes visitors come during that time. A. Young wonders about highlighting main events that occur throughout the year (Maple Festival, Festival of Trees, Kingman Fest). The board would like feature key events.
 2. M. Brown asks how much it costs. A. Young shares that the inside front cover cost is \$1,955. N. Cunningham motions to approve the inside front cover of the Discover Guide. D. Howard seconds. Motion passes with all in favor.
- e. Arts
 - i. SACA Update
 1. N. Cunningham shares that they have been busy cleaning up and organizing the Nourish space for use and did a soft opening last night (May 27). There was at least 75-100 visitors who came through. Overall it was fantastic with visitors traveling from Essex to Swanton. Some people from the mental health industry joined and are interested in collaborating in some way with their clients who thrive in expressing through art.
 2. N. Cunningham shares excitement for Pride Weekend and Make Music Day coming up.
 3. Creative Connections is continuing on the second Wednesday of each month. A. Young asks about what they are hearing from the public. J. Kostuck is hearing that there is a positive feedback about having this outlet available to the youth, families, and public.
 4. D. Howard motions to approve reimbursing N. Cunningham and J. Kostuck for art supplies. D. Morton seconds. Motion passes with all in favor.
 - ii. Murals in the walkway by Twiggs - Next Steps

1. A. Young shares that a letter of support has been drafted by C. Sawyer and is looking for approval from the board to allow M. Brown to sign. D. Howard motions to approve. N. Cunningham seconds. Motion passes with all in favor.
 2. D. Howard asks about neighboring property owners submitting a letter of support. A. Young doesn't believe that is needed at this time, but will definitely seek that if that comes up in the future.
 3. A. Young shares another letter of support for SACA. N. Cunningham and J. Kostuck are in agreement of using that letter.
- f. Social Media/Website - None
 - g. Organization - None
 - h. Other - None
4. Other Business
- a. Approval of Minutes 4/23/2024
 - i. D. Howard motions to postpone approval of minutes for the next meeting.
 - b. Next meeting June 25, 2024, 6 PM
 - c. Other
 - i. A. Young will get a list of dates for Farmers Market and Summer Concert Series to the board for sign-ups.
 - ii. A. Young reminds the board to brainstorm thoughts around the crime activity and how as a board they can advertise in a way to spread awareness around the work the police is doing.
5. Adjourn. M. Brown adjourns the meeting at 7:10 PM.