

**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, JULY 23RD, 2024**

***APPROVED***

**Members of the Board Present:** IN PERSON: Maureen Brown, Chair; Emily Richards, Vice Chair; Jackie Hawkins, Sec/Treasurer; Lauren Bode; K.F. Samandari; Debra Morton; Sharon Holcomb VIA ZOOM: Ashley Cleare

**Members of the Board Absent:** Jeremy Read; Shannon Smith; Donna Howard; Valdemar Garibay

**Members of the SACA Committee Absent:** 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 6:08 PM.
  - a. Attendance and introductions.
  - b. Public Comment on items not on the agenda - None.
  - c. Additions or Deletions to Agenda - None.
2. What about the 4th? Should St. Albans City Celebrate? - Kom
  - a. K. Samandari reflects that he went to Peacham (small town) for Independence Day celebrations and wondered why St. Albans doesn't do anything to celebrate. The Peacham celebration included a reading of the Declaration of Independence and a tractor parade.
  - b. S. Holcomb notes that St. Albans Town Bay Day usually happens around the 4th and is part of why St. Albans City has not really explored that. A. Young notes that the city is being more thoughtful about larger events in the City and the resource costs associated with those events.
  - c. From a hotel standpoint, M. Brown noted that some guests were asking about what to do and where to go. This year, Bay Day fell a few days after the 4th, so for guests who didn't want to travel there wasn't a lot of options.
3. SAFF Financial Report
  - a. M. Brown sees a negative balance in the t-shirt fund. A. Young needs to discuss with C. Sawyer about why that is.
  - b. A. Young shares that Festival of Trees is slowly picking up as sponsorships come in.
  - c. A. Young explains that "Fundraising Events" as a line item is replacing "A Chair Affair" since the board is doing a lot of different fundraising events and a line item for all of those makes the most sense.
  - d. M. Brown asks where the 50/50 is going, A. Young shares that is going into the Summer Concert Series.
4. Discuss events/programs/committees
  - a. Events
    - i. Northwest Farmers Market, Summer Concert Series, Waldo Downtown, The Klassic 7/20, Church Street Festival 7/27, etc.
      1. Northwest Farmers Market - No update

2. Summer Concert Series - No update
3. Waldo Downtown
  1. A. Young shares that everyone loves Waldo and it got a lot of traffic this past weekend with the car show.
4. The Klassic 7/20
  1. D. Morton attended the Klassic Car Show and enjoyed seeing the many old cars.
- ii. Sidewalk Sale Weekend - July 11-13 (Thurs-Sat)
  1. S. Holcomb said the turnout was good but only about 3 businesses participated. S. Holcomb would like to see more involvement.
- iii. The Downtown Broodhaha
  1. A. Young shares that they've had a lot of fun interactions bringing out the chickens to solicit business involvement. Right now 104 have been claimed for sponsorship by 14 local businesses that want to be involved. If anyone knows someone who can knit these, please send them our way. Only about 50 chickens are made right now, and the event is in September.
  2. S. Holcomb asks if there will be enough chickens. A. Young explained that if they don't get enough chickens donated, every business will get at least one and go from there.
- iv. Scarecrow Contest - Spooky Saturday 10/26
  1. A. Young explains that D. Howard had brought this up to her, noting that this event happened in the past, and they were put out for the whole month of October.
  2. S. Holcomb shares that she has all the scarecrows that used to go on the posts downtown, and thinks it would be great to bring that back. S. Holcomb will connect with D. Howard about it and the board will continue to discuss at the next couple meetings.
- v. Rotary Expo March 15-16, 2025
  1. A. Young shares that they received the invite and wanted to check-in with the board as to whether or not they want to participate again. The board unanimously agrees that they should table again this year.
- b. Programs
- c. Fundraising/Appeals
  - i. Sales at NWFMM and Summer Concert Series - upcoming dates and ideas
    1. A. Young shares that moving forward we will no longer sell shirts at the Summer Concert Series. It is not worth the effort of lugging them into the park with really no sales. A. Young shares that they did do a 50/50 raffle as suggested last meeting and it generated \$97 back to Downtown.
    2. J. Hawkins notes feedback that some people didn't participate because they didn't know what it was for, stating they should make sure someone announces what the 50/50 benefits.
- d. Marketing - None
  - i. Business/Consumer Committee Update - No update.
- e. Arts
  - i. SACA Update - No update.
- f. Social Media/Website -
  - i. A. Young shares that they have an RFP from years ago and she is working on doctoring that up to put out for bids.
- g. Organization
  - i. Downtown Coalition Fees and how can this benefit us?

1. Ideas on things we would like brought to legislators
    1. A. Young explains that our downtown board is part of a larger state coalition of other Designated Downtowns throughout Vermont. This coalition voted to have each downtown pay \$1,000 towards the cost of lobbyists speaking on behalf of downtowns and the topics that we'd like at the forefront of discussions with legislators.
    2. J. Hawkins motions to pay \$1,000 for the Downtown Coalition and continue discussion around ideas that should be brought to legislators. S. Holcomb seconds. S. Holcomb asks if this is something that will be expected each year. A. Young believes this will remain in discussion and is something that will be re-visited each year. Motion passes with all in favor.
  2. Visit the statehouse? Downtown Day (March)
    1. A. Young notes that other board members could potentially join at the statehouse Downtown Day next year, March 2025.
    2. A. Young asks if anyone has thoughts on ideas to bring to legislators. E. Richards asks if A. Young knows what was discussed this year. A. Young mentions that making the Vibrancy Grant it's own line item in funding at the state level was part of 2024's discussion. At this point the grant is baked into other funding and the Coalition wants to secure it to be sure it will continue year over year.
  - ii. Downtown Retreat - Sept 16-18-Grand Isle Lake House
    1. A. Young explains that Downtown Directors attend this retreat every year, but any downtown board members are welcome to join. A. Young wanted to put it out to this board in case anyone might be interested in attending.
    2. E. Richards asks when RSVP's are needed. A. Young would like to know by the middle of August. J. Hawkins asks A. Young to send an e-mail reminder.
  - iii. Vibrancy Grant final submission for FY25
    1. A. Young shares that final submission was approved and a letter of attestation needs to be signed by City Council and then we can submit for first payment.
  - iv. Shared Goal
    1. A. Young explains that this year the shared goal is a "Media Goal". Last year was around consumer and community member surveys.
  - h. Other - None
5. Other Business
- a. Approval of Minutes 6/25/2024
    - i. E. Richards motions to approve minutes as presented. D. Morton seconds. Motion passes with all in favor.
  - b. Next meeting August 23, 2024, 6 PM
    - i. S. Holcomb and E. Richards notes the date is actually August 27th. E. Richards shares she will not be there.
  - c. Other - None.
6. Adjourn. M. Brown adjourns the meeting at 6:52 PM.