

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, AUGUST 27TH, 2024

APPROVED

Members of the Board Present: IN PERSON: Shannon Smith; K.F. Samandari; Debra Morton; Sharon Holcomb; Ashley Cleare; Jeremy Read; VIA ZOOM: Emily Richards, Vice Chair; Valdemar Garibay

Members of the Board Absent: Maureen Brown; Jackie Hawkins, Secretary/Treasurer; Donna Howard; Lauren Bode

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. E. Richards calls meeting to order at 6:00 PM.
 - a. Attendance and introductions.
 - b. Public Comment on items not on the agenda - None.
 - c. Additions or Deletions to Agenda
 - i. A. Young adds Coffee Table Book as an agenda item.
2. SAFF Financial Report
 - a. A. Young discusses the financial report and notes that encumbered is down slightly because upcoming events have needed some supplies purchasing.
 - b. A. Young explains that she will be discussing with Sara Macy (City's Director of Finance and Administration) about investing some of the downtown dollars funds into a money market account.
3. Discuss events/programs/committees
 - a. Events
 - i. Northwest Farmers Market, Summer Concert Series, Church Street Festival 7/27, Downtown Broodhaha 9/2-9/27, Spooky Saturday 10/26, Festival of Trees 11/30-12/8, etc.
 1. Northwest Farmers Market - No update
 1. D. Morton asks about shirt sales. A. Young shares 11 shirts were sold, and that they plan to table at the Rotary's Lucky Duck Event on September 7th. D. Morton and S. Holcomb can help.
 2. Summer Concert Series - No update
 1. Going well, A. Young notes one band that had to reschedule because of the flooding from the last storm.
 2. A. Young highlights that expenses have been higher because of having to bring the port-a-letts in and out each Wednesday and Saturday from the recent vandalism happening in them. E. Richards asks if the City is splitting the cost of this with the Downtown Board. A. Young shares that right now it is being held with the City and it hasn't been fully hashed out yet.

3. S. Holcomb asks if the Farmers Market has always had port-a-potty's. A. Young explains that they have not, but it is something that the City feels is necessary.
3. Church Street Festival
 1. A. Young reflects that it was a great event with a bit more this year. K. Samandari was there with the Historical Society, and was happy with the turnout. D. Morton heard that they had more people than last year.
 2. J. Read asks K. Samandari if he is involved with the Smithsonian exhibit at the historical society. K. Samandari confirms and that it is really exciting to have this type of exhibit in St. Albans. J. Read suggests they should advertise in Seven Days and as well as the Burlington area.
4. Downtown Broodhaha
 1. A. Young shares it is going well, and encourages people to walk around town and see how businesses are displaying their chickens.
5. Spooky Saturday
 1. Saturday October 26th from 12pm - 4pm
 2. A. Young received a suggestion about doing an adult movie night with a classic horror movie and having a signature drink. Zach Scheffler, member of the film club, explains they would help however they can.
 3. E. Richards asks A. Young to send the board an email about this. A. Young will.
 4. A. Young also mentions that they hope to do scarecrows. S. Holcomb asks about the ones that go on the lightpost, she has them in storage. A. Young will check with public works about putting them up. S. Holcomb let A. Young know how many.
6. Festival of Trees
 1. A. Young explains it is in the works with a full slated schedule. Running of the Bells will happen on the Thursday prior.
- b. Programs - None.
- c. Fundraising/Appeals
 - i. A. Young shares that new shirt colors have been put out at Rail City Market. A. Cleare notes that customers are looking at them, but hasn't looked at sales yet.
- d. Marketing - None
 - i. Fall ad or winter ad program with Seven Days, Possible Great Eastern Radio ad program coop with businesses.
 1. A. Young shares that she has been in touch with Seven Days about current specials and shares those options, seeking input from the board if a fall or winter add should be considered. A. Young proposes that the downtown board would agree on an amount they would put towards it and the rest would be split amongst downtown businesses that wish to participate.
 2. A. Cleare notes that the ad should only include logos and have one general message. A. Young agrees. S. Holcomb shares that a winter ad would do better than a fall ad. A. Cleare agrees. A. Cleare also suggests maybe only doing an 1/8th of a page and running year long ads promoting the upcoming events. E. Richards and A. Young love that idea. D. Morton knows that Maple Tree Place advertises often in Seven Days and thinks it would definitely benefit St. Albans.
 3. A. Young briefly mentions the radio ad, noting doing another donut-style ad co-oped with downtown businesses, similar to the one done for the Summer Concert Series. A. Young is waiting for more information from them.

4. D. Morton asks about advertising on NPR. A. Young confirms they have during the winter months to promote shopping and dining in downtown St. Albans. A. Young will look into that.
 - e. Arts
 - i. SACA Update
 1. A. Young doesn't have much of an update, but explained that Nichole and Jennifer took August off to spend time with family. A. Young hopes to meet with them soon to regroup and discuss what future events and planning will look like.
 - f. Social Media/Website
 - i. E. Richards asks about the Vibrancy Grant and needing to do some shared marketing for that. A. Young confirms, but notes that it is still coming together.
 - g. Organization
 - i. Downtown Retreat - Sept 16-18-Grand Isle Lake House
 1. A. Young explains this retreat will touch on the shared marketing piece of the Vibrancy Grant and will have more information at next month's meeting.
 2. A. Young reminds the board of this event and asks if anyone is interested in attending.
 3. S. Smith asks if there is an agenda for this retreat. A. Young passes that around the room and highlights that Monday will have an evening gathering which could be nice, then all day Tuesday is workshops and dinner, and Wednesday is only during the morning and the focus will be on the Vibrancy Grant.
 - h. Other - None
 - i. Coffee Table Book - D. Howard has been working on getting numbers for the cost of putting together this photo book highlighting Taylor Park. A. Young shares that it is coming together, but notes wanting to get a couple drone photographs to add in. D. Howard is working on some small captions to highlight history.
 - ii. A. Cleare asks if there is a reason why the book is focusing on just photos of Taylor Park and not other parts of downtown. S. Smith notes it would be hard to do that and make sure to include all businesses. A. Cleare mentions that she was more curious about the historical buildings and highlighting that. K. Samandari echoes A. Cleare's thoughts and thinks it would be great to include that.
 - iii. A. Cleare mentions how cool it would be to create a virtual walking tour because many of the buildings in town have large historical context behind them. J. Read notes that St. Albans has a large history with the railroad. D. Morton and A. Cleare have both done one while traveling.
 - iv. To wrap up, A. Young asks what the board thinks about this. E. Richards recalls the board discussing this and everyone being on board with doing it. A. Young will check-in with Kelly Wakefield about photo rights and if any more costs will come into play before getting final approval from board. E. Richard asks who is actually building the file to be turned into a book. A. Young believes it is D. Howard who is taking it on with consultation from Kelly.
4. Other Business
- a. Approval of Minutes 7/23/2024
 - i. S. Holcomb motions to approve minutes as presented. A. Cleare seconds. Motion passes with all in favor.
 - b. Next meeting September 24, 2024, 6 PM
 - i. E. Richard confirms the next meeting.
 - c. Other - None.

- i. V. Garibay shares that there will be a Playground Celebration at Hard'ack at 12 pm on Saturday September 14th. A. Young asks if the playground is finished. V. Garibay confirms and add that there will be face painting and ice cream.
 - ii. S. Smith asks about the potential of a skate park as she had heard that mentioned in the past. V. Garibay has also heard that but hasn't heard anything recently.
 - iii. A. Young mentions that Oktoberfest at Hard'Ack is on September 29th . S. Smith shares Nelly's is doing it in collaboration with 14th Star and Mill River Brewing companies.
 - iv. E. Richards shares Afterglow happening at Hard'ack on September 21st.
5. Adjourn. E. Richards adjourns the meeting at 6:53 PM.