

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, SEPTEMBER 27, 2022

Approved December 27, 2022

Board Members Present: Maureen Brown, Chair; Erik Johnson, Secretary/Treasurer; Emily Richards, Vice Chair; Jeremy Perez; David Glidden; Donna Howard; MaryPat Larrabee; Ashley Cleare (via Zoom); Valdemar Garibay (Via Zoom) .

Board Members Absent: Jeremy Read; Keith Longmore.

City Staff Present: Arleigh Young, Planning & Development Assistant, Minute Taker; Marty Manahan (arrives at 6:26 PM)

Members of the Public Present: None

1. Begin Recording and Call to Order.

M. Brown called the meeting to order at 6:02 PM.

- a. Attendance and introductions – none needed
- b. Public Comment on items not on the agenda - none
- c. Additions or Deletions to Agenda –

-A. Young would like to ask a Festival of Trees question.

2. SAFF Financial Report.

A.Young presented the financial report for the month. Money continues to come in for Festival of Trees. Downtown Dollars is static, looking to order new cards with updated expiration date and start advertising again. MP. Larrabee asked for more clarification on the money held for Downtown Dollars. A.Young explains that the money has to be held because there are still many cards circulating, eventually there can be a reckoning of funds when the expiration date of the current cards runs out.

3. Discuss events/programs/committees.

- a. Downtown Business Social

A.Young presented the invitation for the event. She shares that 14th Star has offered the Tap Room as well as a bartender at no charge to the board and The Clean Spoon will be doing the food. Food cost is \$750.00. M. Brown asks how the flyer will go out to the merchants. A.Young states it will start as an email, but also followed by an in person visit. E. Johnson asks how we are estimating attendance numbers, are we going by how many came to the last social. A. Young responds yes.

- b. Marketing

E. Johnson begins with an update on sticker design. The sketch has arrived from artist Jon Young and he has allowed the image to be used as the board would like. He suggests that the board could produce a die cut version as well as a full picture version in stickers of the new Big Chair image. E. Johnson has explored many companies and has found some are more economical than others. He has also calculated that SAFF could raise up to \$2,400 on around 1000 stickers, selling at \$5 per sticker. This includes the costs associated. E. Johnson would like to create a couple options to look at with the board for approval. D. Glidden offers that he has seen some stickers with a foil detail, and the art has areas that the foil border would look good.

J. Perez adds the idea of also doing a “sticker patch”. Made by a company called Out Patch who reuses plastics to create tough patches that are good for bags and so much more. Machine washable and dishwasher safe. He has known these to be very popular and the purchase price for the one her has is \$10.00. The company also will donate a small portion of the purchase to a local nonprofit. A possible thing to think about next.

D. Howard followed up with some thoughts of Raid images being used for a sticker/postcard/something. The Raid is one of the main reasons some folks visit St. Albans and no one is really capitalizing on this. She particularly mentions the Black and white Raid image, very graphic and great for a bold sticker image.

E. Johnson focuses back onto the Big Chair sticker. He would like to make a proposal of a spending limit and will create the images to share with us before the next meeting. In the interest of timing. A. Cleare agrees and states that she sells the VT stickers very quickly at her shop. E. Johnson would like to come up with a number of stickers for the first purchase. D. Howard suggests instead a spending limit.

D. Howard Moves to authorize the use of \$1,000.00 from unencumbered funds for the stickers with a report of findings to be made at the next meeting. D. Glidden seconds the motion. Motion Passed Unanimously at 6:17 PM

c. Events and Programs.

i. Spooky Saturday, Festival of Trees, Last Night, etc.

Spooky Saturday schedule of events has been created. D. Howard found the original ghost image and purchased it for use on posters and advertising. D. Glidden inquires why there is no name on the costume photographer. D. Howard responds that she is waiting for a response from last year’s photographer Rose Forcier. E. Johnson is planning to be out taking pictures around Downtown. A. Young and E. Johnson also offer to reach out to other photographers if Rose is busy. D. Howard suggests a small edit to move the Nightmare At City Hall to the bottom of the events list because it is longer than most things and will be easier to see that is it is last.

Festival of trees. E. Johnson says the website will be live by the end of the week. He is looking to get the site paid for and will work with C. Sawyer to get this done. E. Johnson also shares the Beta Experience that has been offered as a fundraiser for FOT. A raffle will be going out via the website and social media very soon. Winner to be announced at the Gala. M. Brown inquires

about the Facebook page for FOT and E. Johnson confirms that this is the next area of attention once the website is live.

M. Larrabee furthers that the events in City Hall sponsored by the Saint Albans Free Library will only be on Saturday. This event will include dancers, music, vendors, and some 14th Star brews.

E. Johnson explains that there will be a themed art auction at the Gala in place of the tree auction.

A. Young shares that the Welden has agreed to do a holiday movie and we are just waiting for them to confirm the date. She also shares that the Army Band Center Mass Brass is interested in playing at City Hall and she proposes that Saint Albans Community Arts run programming on Sunday December 4th in City Hall. She asks for the help of D. Howard. V. Garibay expresses concern of overlapping events on the Sunday Dec. 4, and A. Young confirms that there will be no overlap. City Hall events would end at 4 and the event at First Congo starts at 4. D. Howard furthers that last year the Army band was done by 2, and that there would be time for folks to go to both. D. Howard agrees to work with A. Young on this December 4th event day.

E. Johnson puts a call out again for pictures from past FOT years.

A. Young shares that the Laser Light Show is confirmed for FOT this year!! A group out of Connecticut will come and set up on the War Memorial in Taylor Park and kick off the Tree Lighting event.

Last Night. E. Johnson states that as discussed we are going to ask businesses what they are planning and put together a schedule of events. Downtown will promote and share all events. There will be fireworks. D. Howard wants to be sure the message is that we are encouraging businesses to do something, not what are you doing.

d. Fundraising.

i. T-Shirt and Postcard updates.

T-Shirt Update; A. Young shares the design proposals from 3 new artists, Jack Tremblay, Katherine Hartson, and Taka Sato. D. Howard likes Taka's sketch, feeling it could be a great postcard. E. Johnson likes Jack Tremblay's as a first choice, and Katherine Hartson as a second. E> Johnson feels that Tremblay's reflects the modern look St. Albans is moving towards, like Stowe VT. J. Perez agrees with Johnson adding that it is very "Now", easily identifiable. M. Manahan furthers that Hartson's piece might not be as identifiable as Tremblay's piece. All agree that Hartson's piece would be great for a postcard or sticker.

A. Young continues the conversation about Tremblay's piece noting that she does not like the disjointed St. Albans, and the group agrees. She states that all the artists had agreed to make revisions upon the board's request. E. Johnson would like to see if St. Albans VT could fill the space on Tremblay's piece. D. Howard and MP. Larrabee also agree that adding some more fountain parts might help define the image.

A. Young then begins discussing thoughts on Taka Sato's piece. She shares notes from C. Sawyer who could not attend that Sato could rework the design so it does not promote play in the

fountain. More maidens, and any playing would be outside the fountain bowls. J. Perez inquires if each maiden had been assigned a quality when the fountain was made, and if so that could be incorporated into this drawing. D. Howard might have an old article that at least gave them each names, if she finds this she will share it with the group. J. Perez feels Sato's design is fun, and poppy, and would relate to a whole different audience than Tremblay's piece. E. Johnson adds that Sato's could lend itself to animation too, perhaps an advertisement in the future.

D. Glidden inquires if the Big Chair shirt has a date on it. A. Yung says no. D. Glidden thinks dating the shirts per the year it was produced could also add value.

The board agrees to move forward with Jack Tremblay's design and Taka Sato's design for revision and resubmission and to discuss with Katherine Hartson and Taka Sato the other optional uses like postcards and stickers.

D. Howard brings the postcard discussion back to the idea of real photographic images of the modern city. She has many visitors to her store looking for just that, they are not interested in the art. A. Young fully agrees and looks to the evening shot of the Main St businesses as a perfect example of a great postcard picture. J. Perez brings forth a memory of Hersey Pennsylvania and a photo booth that created post cards with your image on it. A. Young agrees that this might be something to consider for a summer time promotion.

e. Arts.

D. Howard mentions that the Art Walk and sidewalk sale is this weekend.

f. Social media/Website

A. Young continues work with Instagram and Facebook. A. Young and E. Johnson need to connect on the website.

g. Organization.

M. Brown reminds the board that Ashley Cleare will be leaving the board and her seat is open after December.

h. Other.

MP. Larrabee asked if the Ladies Shopping Day is still happening. A. Young and D. Howard state yes, it is moving forward. Poster and Social Media is out.

J. Perez brings up issues at crosswalks and that cars are not stopping particularly down by the school. He wonders if the signs can go back up in the median or lights, or something to define the crosswalk more. M. Larrabee agrees that she has seen this first hand. E. Johnson recalls that we used to have the median signs.

4. Other Business.

a. Approval of Minutes.

D. Howard moves to approve the minutes from August 23, 2022, as presented. E. Johnson seconds. Motion passes unanimously at 7 :02 pm.

b. Next meeting date and format

The next meeting would be on October 25, the day after the Business Social. A. Young asks if we move the meeting to a different day or just keep it as is? A. Young suggests we meet at 5:30 before the social which starts at 6. **The board agrees to have the meeting on Monday October 24th at 5:30 before the Business social.**

5. Adjourn.

M. Brown adjourned the meeting at 7:04 pm