

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, OCTOBER 26, 2021

Approved November 23, 2021

Board Members Present: Maureen Brown, Chair; Emily Richards, Vice Chair; David Glidden; Keith Longmore (remote); Ashley Cleare (remote); Erik Johnson, Sec/Treas; Donna Howard.

Board Members Absent: Jeremy Read; Ben Letourneau; Elizabeth Reed; Valdemar Garibay; Jeremy Perez, Alternate.

Staff Present: Chip Sawyer, Director of Planning & Development; Marty Manahan, Director of Operations; Arleigh Young, Planning & Development Assistant; Angela Bernard, Minute Taker.

Public Present: Josh Ellerbrock

AGENDA

1. Call to Order. Chair M.Brown called the meeting to order at 6:09 PM.

- a. Attendance and introductions.
- b. Additions or Deletions to Agenda. There was none.

2. SAFF Financial Report.

C.Sawyer gave the report.

3. Discuss holiday marketing.

C.Sawyer stated that the City and SAFF would split some VPR mentions for the holidays for the second year in a row. D.Howard said that she may have a meeting with Suzanne Lynn about a local marketing program through the Messenger. There were comments that TV station packages seemed pricey.

4. Discuss events/programs/committees.

- a. Events and Programs
 - i. Holiday Raffle – E.Richards has 15 businesses participating so far. Will be meeting with A.Young. Is starting to work on marketing and supply list. Has an idea for a second punch card for visiting all participating businesses. There was general discussion about posters and QR codes.
 - ii. Spooky Saturday – many activities, coming up on Saturday.
 - iii. FOT – Gala canceled, but all other activities are happening.
 - iv. Last Night – No report.
 - v. GameFest – Moving forward. Will be a one-day event.

- vi. Quilt Show – Coming in April.
 - vii. Juneteenth/Pride – The group is forming cmtes. and coming up with ideas.
- b. Fundraising/Appeals
 - T-Shirt Update. C. Sawyer gave the update. Fundraising T-Shirts are in and will be available for sale at local businesses only. A webpage will be developed to market the program.
 - c. Arts – D. Howard explained that focus is on the upcoming Festival of the Trees and that there's not much current interest in live events around town but that she is looking forward to planning future events, including a possible return of Shakespeare in the Park.
 - d. Social Media / Website - C. Sawyer explained that A. Young has taken over posting to social media and that he would like to plan a meeting to discuss her taking over the website from E. Johnson.
 - e. Projects: Kingman Street, etc.
 - C. Sawyer explained that the south side of the sidewalk almost done, and the north side is expected to be done during the first week of November. Peoples' Trust Company has a newly installed ramp and a heated sidewalk and will next be closing their drive thru for a brief time to allow for more improvements. Bricks are set to go in during the first week of November to fill the gap between curb and sidewalk. Once that is completed parking will be allowed on the street but there is no plan to reopen the street until there is somewhere to park. Street lights installation is scheduled for the first week of November as well and the project is set to be completed sometime during the month.
 - f. Organization: terms expiring.
 - E. Richards, V. Garibay, and D. Glidden all have terms expiring soon. C. Sawyer will be sending out an email going with options soon.
 - g. Other - C. Sawyer introduced Arleigh Young as the new Planning & Development Assistant.
5. Other Business.
- a. Update on VT Tourism and Economic Recovery Marketing Grants
 - C. Sawyer said the events website turned out not to be a good fit for the grant. C. Sawyer has been meeting with other people in the region, but the application is due soon and presents a challenge getting it in. He recognizes the value of having a regional marketing apparatus available. D. Glidden asked if other regions have something similar. C. Sawyer said yes, and it should be something to think about and plan for the future. D. Glidden then what other downtowns are designated in

Franklin County. C. Sawyer said St. Albans City is the only one, although St. Albans Town has a different village designation for the Bay.

- b. Approval of Minutes. **D.Howard made a motion to approve the meeting minutes from September 28, 2021 as presented. Second by D. Glidden and Approved with all in favor, except E. Johnson abstaining. Minutes approved at 6:47 PM.**
 - c. Next meeting date and format. No changes.
 - d. Other. There was none.
6. Public Comment. There was none.
7. Adjourn.

Motion by E. Johnson to adjourn. Second by D. Glidden. Approved with all in favor, and meeting Adjourned at 6:48 PM.