

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, NOVEMBER 23, 2021

Approved January 25, 2022

Board Members Present: Maureen Brown, Chair; Emily Richards (Remote), Vice Chair; David Glidden; Ashley Cleare; Erik Johnson, Sec/Treas; Donna Howard; Elizabeth Reed (Remote); Valdemar Garibay (Remote)

Board Members Absent: Jeremy Read; Keith Longmore; Ben Letourneau; Jeremy Perez, Alternate.

Staff Present: Chip Sawyer, Director of Planning & Development; Marty Manahan, Director of Operations; Arleigh Young, Planning & Development Assistant and minute taker

Public Present: Josh Ellerbrock; Robyn Hakey (Remote)

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.
 - E. Johnson would like to discuss possible street signs for side street businesses.
 - M. Brown would like to discuss new government guidelines for masking.

2. SAFF Financial Report.

C. Sawyer gave the report. C. Sawyer stated that the City is providing funds for the VPR mentions for the holidays for the second year in a row.

D. Glidden is wondering about the end of year fundraising appeal. C. Sawyer wants to put this on the worklist as we were too busy with other fundraising endeavors. May not be possible for year end.

a. Discuss City Accounting System:

C. Sawyer stated that they are considering moving SAFF accounts over to the system that the City uses. This would build in transparency and availability of information to City employees. This system would also make issuing 1099 and other documents easier. There would still be authorized check signers. His system would also allow reports and search abilities.

Overall discussion about the positive and negatives of going this route. All agree it is a good plan. C. Sawyer will inquire further with the city to get this moving forward.

3. General Discussion on 30-minute parking space requests.

C. Sawyer states he has had more requests from businesses for 30 minute parking spaces, recently on Kingman St. This will add burden to the Police and so a further discussion will be needed with them. Just wondering what the board thinks. Board has a consensus that enforcement has been difficult already. Otherwise there are no objections.

4. Discuss events/programs/committees.

a. Marketing

C. Sawyer states we have purchased the mentions on VPR and a Messenger Advertisement for local businesses. D. Howard added that there are advertisements through Hall Communication as well. M. Brown discussed the City of St. Albans video that was just released.

b. Events and Programs

- i. Spooky Saturday – Event went very well. Lessons learned for next years event. All costume contest prizes have been picked up.
- ii. Holiday Raffle – E. Richards and A. Young are making good progress. All the prizes are put together and printed materials picked up. Deliver of materials will happen tomorrow 11/24. A larger prize will be offered this year on Small Business Saturday. Social media posts going out daily. New addition this year is the Passport.
- iii. FOT – D. Howard states that everything is moving forward as planned. C. Sawyer would like to discuss at a later time next year's FOT and how to best move forward. A general discussion of volunteerism and how to get folks involved, perhaps having an open to the public meeting or show that would offer all volunteer options.
- iv. Last Night – C. Sawyer states fire works are planned. D. Howard has been in discussion with Red House Sweets and Catalyst to put on a tea, and has spoken to Back Inn Time about a possible dinner. These will be run by the individual business, but will be advertised as a Last Night Event. Discuss further at the Merchants Meeting next week.
- v. GameFest – Moving forward. Will be a one-day event. January 30, 2022.
- vi. Quilt Show – Coming in April.
- vii. Kingman Street Block Party- C. Sawyer has had discussions about a possible Block Party in spring, around May 7th. Preliminary discussion at this point. Meeting on the topic to happen next week.
- viii. Juneteenth/Pride – No updates.

c. Fundraising/Appeals

T-Shirt Update. A. Young states all shirts are out in the stores and the marketing continues. E. Johnson suggested putting a shirt in the City Hall Events display for further promotion. Amount sold and profits made will not be available until January 3rd, the first

reconciliation with businesses. C. Sawyer suggests that after Christmas we need to discuss what will be the next shirt.

d. Arts –

D. Howard explained that focus is on the upcoming Festival of the Trees.

e. Social Media / Website –

C. Sawyer explained that A. Young and E. Johnson have been working hard on the website, updates, new business list, and other. A. Young is working on collecting business images and logos to add into the business list.

f. Projects: Kingman Street, etc.

C. Sawyer explained that for the next few weeks workers will be seen finishing up last projects for the winter, final paving and striping will be done in May 2022.

g. Organization: terms expiring.

C. Sawyer emailed all who are up for reappointment and most have responded.

h. Other –

Business street signs for side streets- E. Johnson explains that he has seen in other cities where at the top of the side street there are signs that point to the business on that street. Formulated size and look, and all participating businesses would pay for their sign. These would be located on the light posts visible to walking and driving. Limit to one block from Main St, and limit the number of signs per post. General discussion, no objections. C. Sawyer will look into with E. Johnson

New Mask rules per VT governor states each municipality can mandate masks. M. Brown would like to discuss thoughts. M. Manahan states this will be discussed at City Council. The discussion shows mixed feelings. M. Brown and A. Cleare both feel it is easier as a business owner to have the City mandate vs. businesses making their own mandate. Otherwise the room has no major objections. C. Sawyer and M. Manahan encourage any business members to reach out with their thoughts on the matter. Discuss at the Merchant meeting next week.

5. Other Business.

a. Approval of Minutes. **D. Glidden made a motion to approve the meeting minutes from October 26, 2021 as presented. Second by A. Cleare and Approved with all in favor, except E. Reed abstaining. Minutes approved at 6:52 PM.**

b. Next meeting date and format. No changes. December 28, 2021.

- c. Other. Merchants Meeting Wednesday December 1, 2021
- 6. Public Comment. There was none.
- 7. Adjourn.

Motion by D. Howard to adjourn. Second by D. Glidden. Approved with all in favor, and meeting Adjourned at 6:53 PM.