

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 26, 2022

Approved August 23, 2022

Board Members Present: Maureen Brown, Chair; Erik Johnson, Treasurer/Secretary; Jeremy Read; MaryPat Larrabee; Ashley Cleare; Jeremy Perez (via Zoom); Donna Howard (arrived at 6:05 PM)
Board Members Absent: Emily Richards, Vice Chair; David Glidden; Valdemar Garibay; Keith Longmore.

City Staff Present: Chip Sawyer, Director of Planning and Development; Angela Bernard, Minute Taker.

Members of the Public Present: Josh Ellerbrock, *St. Albans Messenger*.

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. Additions or Deletions to Agenda - none

2. SAFF Financial Report

C. Sawyer presented the financial report. The '22 fiscal year has just wrapped up and not much to report so far on the new fiscal year.

3. Discuss events/programs/committees.

a. Marketing – C. Sawyer said the Planning Dept. staff has been busy filling in as needed in the City Clerk's Office. Once that wraps up, they will get back to marketing planning.

b. Events and Programs.

i. Raid Anniversary, Spooky Saturday, FOT, Last Night, etc.

C. Sawyer said he has been approached by the Museum about the possibility of marking the anniversary of the St. Albans Raid with a new event in October. He asked the Museum for input and recommendations on possible events. J. Read said he thinks commemorating the Raid is a big draw for downtown and a lot of people in the community show up.

C. Sawyer said Spooky Saturday is scheduled for 10/29 this year. There may be two haunted houses in the City this year, one at the Museum and one at City Hall. E. Johnson suggested getting merchants downtown decorate with lit up windows after dark with battery operated tea lights in jack o'lanterns, to keep the festive feeling going after trick or treating is over and the stores close. J. Perez expressed agreement that this could be a nice touch. A. Cleare said the carving of the pumpkins could also be a contest between merchants. C. Sawyer suggested that shops that don't want to carve their own

pumpkin could get creative people in the community to do it for them. C. Sawyer said he would look into doing a downtown contest and having people vote on their favorites. There was some discussion about how big of a draw the event is and whether it needs to be advertised in *Seven Days*. C. Sawyer said there is a need for a lot of volunteers to help break down the haunted house in City Hall.

M. Larrabee presented a Festival of Trees update. She said that right now the focus is on getting sponsors. E. Johnson said the fund is already around \$5,000 in sponsor money.

C. Sawyer presented an update on Last Night and said the fireworks have gotten expensive and they might try to get a sponsor for it this year. E. Johnson said he would like to see the Taylor Park lights display revamped this year. M. Larrabee asked if there should be a consideration for the City to only host fireworks for either New Year's Eve or Festival of Trees, rather than host both in one month and incur the added cost of hosting two. D. Howard suggested hosting New Year's events and fireworks at Hard'ack instead of downtown. E. Johnson said it would be a fun event for families with sledding and other events. J. Perez suggested hosting an outdoor movie with a projector. E. Johnson suggested a food truck festival with winter games in the park in the afternoon. A. Cleare suggested a drone show in lieu of fireworks. M. Larrabee suggested a laser light show on buildings downtown. A. Cleare said she has a friend who does professional laser light shows and she could ask him for some suggestions and ideas. C. Sawyer said it would be great to have something that shines off the historic buildings downtown. M. Larrabee suggested a walk around the park event with hot chocolate stands and/ or food trucks.

c. Fundraising/Appeals.

E. Johnson gave a fundraising update and explained that he did some research about the possibility of creating a local postcard. He said he heard back from three local vendors with quotes for getting a couple different postcard designs printed up to sell. E. Johnson said the postcards would serve as a fundraiser for downtown because local vendors get requests from customers asking to buy St. Albans-specific postcards. C. Sawyer said there is enough money in the SAFF funds to pay for the postcards outright and then split the profits with the merchants. E. Johnson suggested using the Big Chair graphic from the T-Shirts as the first postcard design and using an already existing photo as the design for a second postcard. C. Sawyer said he'd be more inclined to use an actual picture of the chair.

d. Business Welcome Packet – C. Sawyer said there is no update this month for the welcome packet.

e. Arts – D. Howard said the Mayor's Photo Contest was cancelled this year because of a lack of submissions. E. Johnson said several submissions came in after the contest was cancelled and the photos that were submitted have been put on display online. E. Johnson said it's a big event and needs a team leader to spearhead it.

f. Social Media / Website – C. Sawyer said Arleigh Young is doing a good job of posting on the social media pages regularly, even when she's on vacation.

g. Organization – no update

h. Other – J. Read mentioned that he's been involved in local Little League tournaments, and they've had a lot of out-of-town visitors this summer staying in local hotels. One local player has a distant relative who was a participant in the Raid. A. Cleare said the local Passport Office also continues to bring a lot of people to downtown these days. E. Johnson said he's been asked about the status of the old city pool by people in the community. C. Sawyer said the lease for the land went back to St. Albans City School after the City stopped using it. E. Johnson suggested sending a letter of thanks and recognition to the crew that maintains the flowers and shrubs downtown. M. Brown complimented D. Howard on the *Where's Waldo?* and said events have been a big success and a lot of fun.

4. Other Business.

a. Approval of Minutes.

D. Howard made a motion to approve the minutes of June 2022, as presented. Second by M. Larrabee. Minutes approved with all in favor at 6:54 PM.

b. Next meeting date and format – August 23, 2022, at 6:00 PM.

c. Other - None

5. Public Comment - None

6. Adjourn

M. Brown adjourned the meeting at 6:55 PM