

**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 28, 2021**

***Approved October 26, 2021***

**Board Members Present:** Maureen Brown, Chair; Keith Longmore; Ashley Cleare; David Glidden; Elizabeth Reed; Donna Howard.

**Board Members Absent:** Emily Richards; Ben Letourneau; Jeremy Perez; Jeremy Read; Erik Johnson; Valdemar Garibay.

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

**Public Present:** Josh Ellerbrock with the *Saint Albans Messenger*

**1. Call to Order. Chair M. Brown called the meeting to order at 6:00PM.**

- a. Attendance and introductions. Introduced new City Meeting Minutes taker, A. Bernard.
- b. Additions or Deletions to Agenda. None.

**2. SAFF Financial Report.**

C. Sawyer explained the financial report.

A recap of the ongoing planning for the Festival of Trees. Donations are already coming in; based on previous years, proceeds will be divided between the Food Shelf and Martha's Kitchen, with residual set aside for the planning of next year's event.

Summer Concert Series in Taylor Park is wrapped up for the season.

a. Discuss fundraising sales and appeals.

- i. T-shirts, Calcutta, etc.

T-Shirts: C. Sawyer presented an update on the T-shirts. The City is waiting to hear back on dates from the printer. There are several businesses that are willing and ready to sell, and the City will be sending out another request to downtown businesses once the shirts arrive. Consideration is being made to extend sales until after Christmas, and then asking participating businesses if they want more shirts or want to give their remaining stock back. It is anticipated that merchants will get around \$6 per shirt they sell.

Calcutta: M. Brown delivered an update on the planned Calcutta, which has been tabled for now, with no new developments since last meeting.

**3. VT Tourism and Economic Recovery Marketing Grants**

C. Sawyer delivered an update on anticipated VT Tourism and Economic Recovery Marketing Grants related to the pandemic. He recapped that a previous, similar grant that was given to the City last year was specifically earmarked for local development, whereas the newest one, worth \$30,000, is designated for regional economic recovery and will require cooperation with communities in the wider Franklin County area and the Regional Planning Commission. He said there is a group working to identify potential members to join the group in planning, with a future webinar set for October 7, 2021.

Two ideas are being floated as potential ways to use the marketing grant:

Idea 1 - A countywide online events calendar or things to do page, where people can upload video and events taking place throughout the county. The grant would cover costs for a year and then anyone who wants to continue participation would have to buy in.

Idea 2 - A campaign highlighting recreation in all seasons in Franklin County, specifically mentioning both rail trails, Hard'ack, St. Albans Bay, and their surrounding communities and businesses.

D. Glidden inquired if there is an equivalent online events calendar to look at and compare. The general answer was that every community and regional planning organization does their own thing, and this may be a unique idea. M. Brown expressed preference for the events calendar and mentioned that recreational destinations such as Hard'ack and the rail trails could be included with this idea, rather than as a standalone campaign.

4. Discuss events/programs/committees.

a. Events and Programs.

i. Spooky Saturday, FOT, Last Night, GameFest, Quilt Show, Juneteenth/Pride, etc.

Spooky Saturday 10/30: D. Howard presented updates for planned events. The Farmer's Market will be happening at same time and would like to participate in the community trick or treating. Animatronics will be set up in city hall, downtown trick or treating is scheduled for 12-2, a trunk or treat will take place at St. Paul's United Methodist Church, First Congregational Church is planning on opening their doors and playing organ music, the St. Albans Free Library is hosting a spooky craft, and the Franklin County Bookmobile will be reading stories. Sending out one more communication to businesses, then the City will make posters. C. Sawyer explained that the City purchased 20 orange vests to mark volunteers, who are also encouraged to dress up. C. Sawyer said he has been contacted by a local Girl Scouts troop who would like to volunteer. Potential issues with parking downtown were brought up as well. M. Manahan asked if Kingman Street could be opened for parking that day. C. Sawyer said maybe. Potential auxiliary parking locations and ideas were floated.

Festival of Trees: D. Howard presented an update on FOT and FOT Gala planning. Food for the Gala is all set, with donations of trays of hors d'oeuvres from restaurants and bakeries in area. No caterer. The VT Department of Health says the City can do occasional things with food, but a permit will be needed if events become more frequent. Alcohol catering for the Gala is not locked down yet, with Jeff's Restaurant considering taking on the duty. C. Sawyer explained that

Nelly's is also interested in bar tending and alcohol catering for the event. D. Howard said she would take both into consideration. This year's Tree Walk for the Festival will once again be in downtown windows, with just a few in city hall at the Gala and through the weekend. Most trees will be out in the community. C. Sawyer asked about allotting artificial trees around the city and inquired about decorating one for the front window of city hall, D. Howard agreed to set one aside. The Saint Albans Museum will host a Santa's Workshop event and there is a volunteer lined up to run it. The theme is Traditional Vermont Christmas, with tree lighting and fireworks planned in Taylor Park. C. Sawyer asked if there will be "a sit with Santa" during the park tree lighting. D Howard answered yes, there is a volunteer lined up to take it on. C. Sawyer also asked D. Howard if public work needs to drop off the shed for tree lighting night. D. Howard said she is unsure if the shed will be needed this year. Other FOT events include a Paint and Sip, weekend dance and music performances from the community, and the Festival will culminate with a city hall performance from Vermont's Own 40th Army Band. D. Howard asked for volunteers from board and help during the week.

Last Night: E. Reed delivered the update. No new developments. Planning begins in October.

GameFest: D. Howard explained the event is still set for January 2022 at City Hall. Plans are on track, with a change in organizers due to the pandemic. Small vendors are set to come and new graphics for the event are in the works.

Quilt Show: C. Sawyer explained the event is planning to come back in April 2022, as is the Maple Festival.

Juneteenth/Pride: Still in planning phases with updates coming in the next few months.

Other: D. Howard also explained that there is a Rail City Comic Con planned for February 2022 at the Complex. C. Sawyer expressed hope to cross market the event and draw people to the downtown area.

b. Arts. D. Howard explained that FOT and Spooky Saturday are the focus right now.

c. Social Media / Website. C. Sawyer said the downtown Instagram and Facebook pages are going well. E. Reed is running social media, with the potential to hand over the reins to the new Planning Assistant once someone is hired for the role.

d. Projects: Kingman Street, etc. C. Sawyer gave an update on the Kingman Street project. The street will get a second coat of pavement in October, with the final coat scheduled for May 2022. Street is planned to be opened in November. Sidewalks getting sculpted now trees getting planted. Sidewalk being done in sections and will take about a month. Lights are set to go up in November, with banners and hanging baskets in the spring. M Brown asked about decorative piece. C. Sawyer said there is an artistic metal railing going in, with a chance for future public art and metal work. M. Brown asked about parking. C. Sawyer said all street parking will be parallel now to make room for wider sidewalks and that all restaurants and cafes will now have space to put tables and chairs out.

e. Organization: Board members terms are expiring. E. Richards, E. Reed, D. Glidden, and V. Garibay all have terms expiring and will receive an email asking them to make decisions about reappointments.

f. Other. None.

5. Other Business.

a. Approval of Minutes. **Motion by D. Glidden to approve the minutes of August 24, 2021, as presented. Second by D. Howard and approved with all in favor.**

b. Next meeting date and format. No changes.

c. Other. None

6. Public Comment. None

7. Adjourn.

**Motion by D. Howard to adjourn. Second by D. Glidden and approved with all in favor at 6:40 PM.**