

**MEETING OF THE ST. ALBANS CITY DOWNTOWN BOARD &
BOARD OF DIRECTORS OF ST. ALBANS FOR THE FUTURE
6:00 PM, TUESDAY, SEPTEMBER 19, 2017
ST. ALBANS CITY HALL, 100 NO. MAIN ST.**

Approved October 17, 2107

Board Members present: Chair Katy Collin, Emily Richards, Mike Blouin, Vice-Chair Erik Johnson, Laz Scangas, Rachael Sink, Maureen Brown

Board Members Absent: Jes Stumpf, Jeff Young, Sharon Holcomb

Staff Members Present: Chip Sawyer, Director of Planning & Development; Marty Manahan, Director of Operations and Business Development; Wendy Coy, Minute Taker

Public Present: None.

Call to Order – Chair Collin called the meeting to order at 6:06 p.m.

a. Additions or deletions - None

1. **SAFF Financial Report** – All revenues for the chair affair are in. It looks like the Chair Affair will net about \$700. Store front accessibility survey is moving forward so the 1500 will be coming out soon **Member Blouin made a motion to accept the financial report. Member Scangas seconded. The motion passed unanimously.**
2. **Events Calendar Update** – Member Johnson gave the update. It was a busy month so not all of the brand materials are ready yet. They hope to have a brand ready for Downtown approval next month. The website is in progress. Member Scangas commented that it would be nice to see it up before the holidays. Chair Collin asked if anything could be done over email. Member Johnson stated that if he could send out the sample beforehand to get some feedback so the initial feedback could be incorporated into the design. It would save some back and forth.
3. **Online payments** C. Sawyer gave an update that they are having trouble getting mobile reader up and running. There seems to be a problem with the programing. It should be up and running for the FOT. C. Sawyer asked that a merchant bring their own square account just as a backup. Donna stated that she can bring hers. She has a square account that she doesn't use. The Paypal account needs to be linked to the FOT site and Eventbrite removed. C. Sawyer requested that the payments have some sort of identifier so that the City knows what event the payment are for.
4. **Discuss social media marketing strategy** – C. Sawyer proposed finding someone to manage the Downtown site. The most robust place for Downtown schedule is on the Facebook page. It should be on the website. Is there any money that can be put toward social media and internet marketing? Should the City be on Twitter and Instagram? The committee who is handling the calendar agreed to start getting proposals and fee estimates.
5. **Project Updates** – Marty Manahan stated that the Moonshadows and Durty Nelly's buildings were having work done funded partially by City façade grants. Also, 10 Lake Street recently was awarded State historic tax credits. C. Sawyer stated that Federal Street is looking great; Catherine Street should be open tomorrow or Thursday. After Catherine St. is open, the city will be closing Market

St. next. Catherine and Federal should be paved next month with a final coat. The Taylor Park master plan is coming along with a lot of good ideas being considered. Oct. 5th is the next meeting. One of the items they are looking at is the flow of people through the park and expanding the performance stage. Kingman Street design has been approved. There was one letter to the editor of the St. Albans Messenger complaining about the lack of parking. The final plan includes adding trees and wider sidewalks. It will be 2019 or 2020 before the City has the funding. Chair Collin asked about the type of trees that will be planted as the ones that were planted on Lake street seem to be dying. Mr. Sawyer stated that the Lake street landscaper did not water the plants. He spoke to the landscaper stating that the City expects them to be back in the spring or they will need to be replaced. Chair Collin asked about the level of accountability for the trees that were planted. Mr. Sawyer indicated that this was a VTrans project and there is very little the City can do to hold them to a specific standard. VTrans is very specific with a one-year warranty. It is stipulated in the agreement that the City has with VTrans. Member Johnson asked if public works has an employee that takes care of the plants. Mr. Sawyer said not specifically but that he can see this being a necessity in the future. Marty Manahan informed the Board that the City Hall has a custodian water the Fairfield St. trees every Friday.

6. Committee Reports

- a. **Community Arts** - Donna Howard updated the Board. The Community Arts Board is adding another member so that we have a quorum. The Board only has four members so when two people are unable to attend, there is no quorum. Jes Stumpf is appointing someone. Upcoming events include: The Art Walk (October); The City Hall concert series (over the winter); Dance Program (Second Friday of the month). The Board is working on a website that will include events and artistic referrals. Member Johnson was concerned about having too many websites. The suggestion being that the Community Arts website be rolled into the City website. Donna was agreeable with the suggestion. The Board has reached out and hopefully will be hearing back from people on sound systems for City Hall. They have decided to go with a DJ for Festival of Trees. BFA Culinary Arts department will be catering the event. Santa's workshop will be in a different site this year. Santa will be at City Hall. Tree lighting will be the November 25th which is small business Saturday. The tree lighting at will be at 5:00 with the fireworks at 6:00. Sponsorships are steadily happening.
- b. **Design – No Updates**
- c. **Economic Restructuring – No Updates**
- d. **Merchants / Promotion** – The Committee is talking doing a sidewalk sale in conjunction with the Art Walk. The Glow run is also happening that evening. Trick or treating on October 28th for an hour from 2:00 to 3:00. Cornstalks will be going up. Lights are on. Flowers are down. Member Johnson asked if there is any consideration for changing the banners to advertise the events – Halloween, Small Business Saturday, Chair Affair, Art Walk. They will look into the price of the banners for more permanent events.
- e. **Organization – No Updates**

7. Other Business

- a. **Oct. 11-12 VT Downtown Program Retreat** – Invitation is still open if anyone wants to attend. Jeff Young will be going. C. Sawyer will be there for part of the time.
- b. **Approval of Minutes – Member Blouin made a motion to approve the minutes of August 15, 2017. Member Richards seconded. There were no abstentions and the motion passed unanimously.**
- c. **Other** – There was a suggestion to do Business awards for the longest running, newest, etc. The developer for Main Street will submit plans in the next couple of months.

8. Public Comment - None

- 9. **Adjourn – Member Richards made a motion to adjourn the meeting at 7:00. Member Holcomb seconded it. It passed unanimously.**