

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, JANUARY 24, 2023

Approved March 28, 2023

Board Members Present: Maureen Brown (Via Zoom), Chair; Erik Johnson, Secretary/Treasurer; David Glidden; Donna Howard; MaryPat Larrabee; Ashley Cleare; Jackie Hawkins; Debra Morton, Alternate (arrived later); Shannon Smith.

Board Members Absent: Emily Richards, V. Chair; Jeremy Read; Jeremy Perez; Valdemar Garibay; Sharon Holcomb.

City Staff Present: Chip Sawyer, Director of Planning and Development; Paul Clapps, Minute Taker; Arleigh Young, Planning & Development Assistant; Marty Manahan, Director of Operations.

Members of the Public Present: None.

1. **Begin Recording and Call to Order. Chair M. Brown begins the meeting at 6:00 PM.**
 - a. Attendance and introductions.
 - b. Additions. The board brings up the fact that they want to discuss a rodent problem later on in the meeting. Also, the board confirms that they will discuss the railroad show.

2. Election of Officers.
 - a. M. Brown would remain as Chair.
 - b. E. Richards wants to stay as Vice Chair, but is absent.
 - c. E. Johnson wants to remain as Secretary/Treasurer.

Motion by D. Howard to re-elect the current slate of officers. Seconded by D. Glidden. No discussion. Motion passes with all in favor.

3. SAFF Financial Report.
 - a. C. Sawyer begins by outlining the report.
 - b. There's clarification on how the Holiday Raffle makes money. It's sponsored by the Eloquent Page and helps encourage more shoppers. There were no problems with any of the participating businesses. D. Howard mentions that it's such a large amount of benefits for such a small investment.
 - c. M. Brown moves on with no other questions.

4. Discuss events/programs/committees.
 - a. Downtown Business Social. A. Young presents this event to the board.
 - i. March 6th is the date of the Off The Rails Business Social. At least 25-30 people showed up to the one last year, that's where the numbers are coming from.
 - ii. The cost for all the food and the space itself is comparable.
 - iii. There will be a big push for RSVPs this time.
 - iv. The board is fine with the prices.
 - b. Festival of Trees
 - i. A. Young goes over the income, expenses, and other details of the Festival of Trees.

Motion by D. Howard to assess the Festival of Trees a fiscal agency fee of \$2,721.52. E. Johnson seconds. Motion approved with all in favor.

Motion by D. Glidden to write a check from the Festival of Trees fund to the Josh Pallotta Fund for \$10,750.00. This will bring the total charitable donation to \$15,500.00. D. Howard seconds. Motion approved with all in favor.

- c. The Railroad and Rotary Shows
 - i. E. Johnson discusses the railroad show. Last year the railroad show was skipped but he wants to do it again this year. It would be slated for March 11th.
 - ii. D. Howard mentions that the Rotary Show is nice but it's so homeowner-based, that it becomes hard for the rest of the community. Also, during the Railroad Show, pamphlets and displays can be placed for everyone.
 - iii. C. Sawyer asks when a decision needs to be made. E. Johnson does not know. E. Johnson is leaning towards not doing the Railroad Show. It was a lot of money for such a small set of benefits.
 - iv. Perhaps there's also a way to get a discount on the table at the Rotary Show, since otherwise it's \$695.
 - v. E. Johnson mentions that a raffle could also be done at the Rotary Show with downtown dollars and other incentives like stickers and t-shirts.
 - vi. M. Brown asks for volunteers before the board commits to the Rotary Show. A. Young volunteers. The board discusses getting something to display at tables like this in the future, something that shows the fireworks and other downtown things. D. Howard mentions getting a St. Albans themed tablecloth for the booth. E. Johnson thinks a pop-up tent would help draw people as well.
- d. Other Events
 - i. M. Brown moves onto other events and discussions. A. Young sent out an email about starting earlier for the Festival of Trees this year to make things easier.

- ii. A. Young wants to do a “Last Night Hangover Brunch” at City Hall with food and things. This could pair local restaurants with food vendors.
 - iii. M. Brown asks about the Chair Fair or other events in the future. C. Sawyer mentions that S. Holcomb wanted to discuss this but she’s not here at the meeting. D. Howard will reach out to her.
 - iv. E. Johnson mentions that the board needs two things--a sponsor and a partner. D. Glidden thinks Spectrum might, but alcohol consumption might be an issue. If it’s at Hard’Ack then it could involve the Recreation Department and there’s the lodge space that could be used. C. Sawyer wants to host it downtown, either at City Hall or at Taylor Park.
- e. Programs
- i. M. Brown moves onto programs and A. Young discusses the Holiday Raffle. It was a definite success. A. Young and E. Richards are working on a survey to send out so that there can be some feedback for next year.
 - ii. There was a complaint from a merchant, that the drawing was picked out after they had been giving them out from their business. So nobody from that person’s business was allowed to be chosen.
 - iii. A. Young mentions that some stores are very hands off. They like the idea of the raffle but they don’t want to promote it.
 - iv. M. Brown moves on to the Downtown Dollars. A. Young says that there’s a new set of cards that are numbered so they will be easier to track in the future.
 - v. C. Sawyer mentions that some businesses have not been respecting the actual value of the Downtown Dollars so people don’t get change. Some technical difficulties led to the FAQ page being taken down (it’s back now), so that could have contributed to this problem.
- f. Fundraisers
- i. M. Brown moves on to discuss Fundraisers.
 - ii. 277 Stickers have been sold so far. A. Cleare clarifies that the \$150 profit from the stickers is after the expenses have been paid for. E. Johnson brings up postcards. A. Young thinks the city should utilize some gorgeous photos of St. Albans for postcards.
 - iii. A. Young continues to describe the process for the new t-shirts. Submissions are due February 17th. Then a Google Album will be created with all the choices. The board should pick their top two favorites and they will vote from there. A. Young wants these printed and ready for the Kingman Festival.
- g. Arts
- i. M. Brown moves on to discuss the Arts section of the agenda.
 - ii. S. Smith suggests doing an “Art Hop” like event that’s similar to the one that’s done in Burlington.
 - iii. E. Johnson is surprised that local artists don’t already do something like Art Hop. D. Howard mentions that it never really had a chance to take off

with the pandemic and slow recovery. C. Sawyer thinks an artist network should be rebuilt first.

- iv. C. Sawyer says that all you need is alcohol, food, and art, and people will come no matter what.
- v. Because the Artists Guild is a co-op, there's a lot of focus on spreading the money throughout the co-op.

h. Social Media
i. M. Brown moves on.

i. Organization
i. M. Brown moves on.

5. Other Business.

- a. S. Smith mentions that she has heard of rats being an issue in the area, and that this should be monitored as a potential problem.
- b. D. Howard mentions that there's graffiti in the stairwell of the parking garage. There was also a discussion on staffing the first floor of the parking garage.
- c. C. Sawyer mentions that there might be an extension to the Downtown zone due to the addition of a building on Lake Street. The building will be multi-family housing.
- d. M. Brown moves onto the Approval of Minutes.

**Motion by D. Howard to approve the minutes of Dec. 27, 2022, as presented.
Second by D. Glidden. Motion approved with all in favor, except for E. Johnson abstaining.**

6. Next Meeting.

- a. The February meeting will be canceled since it's a week before the downtown social. The meeting will occur right before social at 6:00.

7. **M. Brown Adjourned the meeting at 7:20 PM.**