

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, APRIL 25, 2023

Approved 6/27/2023

Members of the Board Present: Maureen Brown, Chair; Emily Richards, Vice Chair; Erik Johnson, Treasurer; Shannon Smith; Ashley Cleare; Jeremy Read; Jackie Hawkins; Valdemar Garibay (via Zoom); MaryPat Larrabee; Sharon Holcomb; David Glidden, MaryPat Larrabee

Members of the Board Absent: Donna Howard; Jeremy Perez; Debra Morton.

Members of City Staff Present: Arleigh Young, Planning & Development Assistant; Carl Watkins, Minute Taker.

Members of the Public Present: Josh Ellerbrock, O'Rourke Media

1. Begin Recording and Call to Order – **M. Brown called the meeting to order at 6:02 PM.**

- a. Attendance and introductions - none
- b. Public Comment on items not on the agenda - none
- c. Additions or Deletions to Agenda – None

2. SAFF Financial Report- A. Young presented the financial report. Discussed the extra in the Downtown Holiday Raffle, more to be discussed with Eclipse planning later in the meeting.

3. Community Survey with Raffle- Erik Johnson presenter

-E. Johnson would like to create a survey for the public to find out more about how, why, and when folks visit Downtown. He proposes that prizes be offered like a sticker and perhaps a random drawing for Downtown Dollars as well. The board agrees to allow E. Johnson to create a survey and investigate web services to use and to report back at the next meeting.

4. Discuss events/programs/committees.

a. Events – Upcoming.

- i. Maple Festival, Kingman Fest, All States, Jazz up Taylor Park, FOT, Spooky Saturday, etc.
 - The board touched on each event including challenges and excitement.
 - J. Hawkins added information about an upcoming Octoberfest happening at Hard'ack on October 1 from 12-6. This event will bring together Nelly's, The Depot, 14th Star, Mill River Brewing, and others together for an Octoberfest Celebration. First of its kind in St. Albans. This year they will limit the number of tickets with the hope to grow it next year.

- ii. Chair Affair
 - S. Holcomb and A. Young discussed reaching out to businesses to see who would be interested in purchasing a chair for the event. It was also discussed that a committee would be needed to organize and plan for the auction and event surrounding the Chair Affair. A. Cleare, S. Smith, and J. Hawkins offered to help S. Holcomb and A. Young. It was also discussed that The Church Street Group would be the non-profit that all Chair Affair profits would go to. A. Young will reach out to that group to get some involvement.
- iii. St. Albas Tattoo Convention
 - A. Young explains that Jodi and Jhon Rodriguez approached her about bringing a Tattoo Convention to City Hall Auditorium. Both are in the industry and have worked at many conventions in the past. There has never been a tattoo convention in Vermont due to some perceived rules and regulations. The Rodriguez's will move forward requesting information from their state contact to see if this is possible. The board expressed excitement about the possibility.
- b. Programs.
 - i. Downtown Dollars and Accepted Here Stickers
 - A. Young shared images of 3 different Accepted Here options, yellow, green, and blue. A majority of board members like the Yellow option as it is bold and easy to read.
 - E. Johnson motions to allow up to \$200 from Unencumbered to be used to purchase register size stickers and window clings of approved design to be handed out to businesses. S. Holcomb 2nds. The motion passes with full board approval.**
 - ii. Downtown Business Social May/June
 - A. Young stated that the social would be pushed out to later June. She is trying to work with Nourish to put something together.
- c. Fundraising/Appeals
 - i. David Brueckner Postcard
 - The board discussed asking Mr. Brueckner if it would be possible to use more than one of his images for the postcards. They would like to use the winter sunset as discussed but would also like to use a fall or summer picture.
 - D. Glidden Motions to approve paying Mr. Brueckner \$200.00 from Unencumbered for the previously discussed winter picture and one more picture for a postcard series. A. Cleare seconds the motion. Motion is passed with full board approval.**
 - ii. Finalize New T-Shirt design and artist compensation.
 - A. young discusses that she would like to move forward with getting quotes for printing the new shirts. Will acquire quotes from at least 2 local vendors. J. Hawkins will send info on the local printer 14th Star uses.
 - A. Young also brings forth the question from the new shirts featured designer about what their compensation should be. The artist was happy with the traditional \$200.00 payment, but also inquired if they could get

shirts for themselves and their family. M. Larrabee voiced that the board may want to limit the number of free shirts and instead allow the artist to buy a certain number of shirts at cost. The board agrees with this.

-M. Larrabee motions to pay the artist \$200.00 and allow them to get one free shirt and up to 10 shirts at cost. S. Holcomb seconds. The Motion passes with full board approval.

d. Marketing.

i. Eclipse 2024

-A. Young shares the design for the Commemorative Eclipse Glasses for April 8, 2024 “Totality In Taylor Park.” A. Young explains that the cost of the glasses will be shared with the City of St. Albans. When looking at the Financial Report it was noticed that the Downtown Holiday Raffle has had an excess of funds from last year. E. Richards shared that she has not received, even after asking multiple times, any invoices from O’Rourke for advertising. A. Young agrees that they have accounted for everything, and the excess funds will no change. E. Richards suggests that we use part of the Downtown Holiday Raffle funds to pay for the board’s half of the glasses.

-E. Johnson motions to move \$1,125 from the Downtown Holiday Raffle to unencumbered for payment of the Board’s portion of the Eclipse Glasses. D. Glidden seconds the motion. The motion passes with full board approval.

e. Arts.

i. Make Music Day June 21

-No Updates

f. Social Media / Website.

-A. Young continues to update the Social Media pages, and work continues with the website. A. Young also mentioned the discussions about an event sharing website. The board agrees that this is needed. It needs to be easy to use and can be updated by the event who posted. The board agrees that it is too much work for one person to run and control. Discuss further at the next meeting.

g. Organization.

-No Updates

h. Other.

5. Other Business.

a. Approval of Minutes.

- J. Hawkins made a motion to approve the minutes of 3.28.23 as presented. Second by E. Johnson. Approved with all in favor.

b. Next meeting date format.

-May 23, 2023 at 6:00 pm

c. Other.

6. Adjourn.

-M. Brown Adjourns the meeting at 7:45pm