

MINUTES
MEETING OF THE ST. ALBANS CITY DOWNTOWN BOARD
& BOARD OF DIRECTORS OF ST. ALBANS FOR THE FUTURE
5:15 PM, TUESDAY, APRIL 16, 2019
ST. ALBANS CITY HALL, 100 NO. MAIN ST.

Approved June 18, 2019

Board Members Present: Maureen Brown, Chair; Erik Johnson, Vice-Chair; Elizabeth Reed; Laz Scangas; Rachael Sink; Donna Howard.

Board Members Absent: Amanda Liese; Emily Richards; Valdemar Garibay.

Staff Members Present – Chip Sawyer, Director of Planning & Development, also taking minutes.

Public Present – David Glidden; Jeremy Read; Liz Gamache, City Creative Economy Liaison.

1. **Call to Order – Chair M.Brown called the meeting to order at 5:15 PM.**
 - a. Additions or Deletions to Agenda
Rachael asked if she could give a social media proposal. It would be addressed after the Financial Report.

2. Update on City Hall Auditorium Improvements

The meeting moved to the City Hall Auditorium for an update on performance improvements. There was discussion on the proposed window curtains. General favor for the proposed materials and colors. Debate on whether all windows should be motorized or just the top four transoms. There was general consensus on the idea that lights and speakers would be visible. It was acknowledged that any sort of retracting stage curtain would be a technical challenge.

The Board returned to the Council chamber.

3. Board candidates
 - a. Interviews – The Board interviewed David Glidden. His most relevant background is in communications and fundraising. He would like to help maintain a thriving and walkable Downtown. He has been in and out of St. Albans for many years; recently moved to City. Has an interest in the Promotions Cmte. His goals are a signature event, maintaining the Farmer’s Market, and getting out of the “Taylor Park bubble” of Downtown and having events throughout the area.
 - b. Recommendation to City Council

Motion by L.Scangas to recommend that the City Council appoint David Glidden to the Downtown Board. Second by D.Howard and approved with all in favor.

4. SAFF Financial Report
C.Sawyer gave the financial report.

E.Johnson asked if there could be other sponsorship possibilities for the City Hall auditorium improvements. D.Howard mentioned Ben & Jerry's grants. There was discussion, but no directive given.

R.Sink brought forward a proposal (attached) for continued social media services at a rate that is still discounted, but by less. It would be 3-4 social posts per day and one blog post per month. Price would be \$700 per month. There was discussion on how long the Unencumbered funding line could support this effort and whether other fundraising, like the Paint & Sap, could pick up the slack.

Motion by E.Johnson to accept R.Sink's proposal at \$700/month for 3 months and then re-evaluate. Second by E.Reed and approved with all in favor, except R.Sink recused.

5. Discuss funding for joint advertising

Jeremy Read was introduced to explain a joint Downtown business ad that the St. Albans Messenger was putting together. There was discussion on whether SAFF could have a role in ensuring the ad would run.

Motion by L.Scangas to approve up to \$232 for four weeks to do a "filler ad" in the advertising campaign and that the funds would come out of the Merchants funding line. Second by E.Johnson and approved with all in favor.

6. Discuss downtown mixer as next Board meeting

There was general consensus that the next Board meeting would be a mixer at the Old Foundry Restaurant. There was discussion on materials to have at the mixer, including a business packet, information about SAFF and Downtown Designation. An invite will need to be put together.

7. Project Updates
 - a. Creative Economy Liaison update

L.Gamache summarized recent news coverage about the Northwestern Medical Center and CCV tenant agreements with the City's Congress & Main redevelopment project. NMC will want to be creative about their approach to the opportunity.

UVM MBA students would be coming to Downtown for an afternoon tour.

There will be a May 8 Innovation Center event at 14th Star.
There is still interest in future film productions in St. Albans.

- b. Upcoming events
Paint and Sap April 27. Needs volunteers. Chamber mixer on Thursday.
City in Maple Fest Parade.
 - c. Downtown Website
R.Sink, E.Johnson and C.Sawyer met about the website and recommend a new build and theme. Developing something for the Board to provide input on. Will put together an estimate for the build and for maintenance.
 - d. City Hall Auditorium improvements
C.Sawyer will check in again with the Board in May.
 - e. Social media
Already addressed.
 - f. Kingman Street Project
Brief update by C.Sawyer. Still planning for 2020 construction.
8. Committee Reports
- a. Community Arts
Will be out of The Burrow space by the end of the month. Pursuing a movie showing license for City Hall. Awaiting City response for the Houghton Park art wall. Considering painting on power panels around Downtown. Considering participation in Paint the Town Purple. Moving forward with Make Music Day on June 21. Associated with Make Music VT. Flea Market type event for arts and crafts supplies on July 13 in City Hall. FOT had its first meeting.
 - b. Merchants
Well-attended meeting at Jeff's. Discussed cooperative marketing. Interested in having a Police Officer attend the next meeting. Also want to discuss Paint the Town Purple.
 - c. Promotions
Need volunteers for the Paint and Sap event. Raffle tickets are being designed. Looking for a printer. In search for Downtown imagery for postcards and merchandise. There was talk of using Northern Vermont Aerial Photography. It is \$150 for a session. Perhaps invite him to the June meeting. Some discussion of the Color Fest event idea – D. Howard suggested testing out the tie dye fundraising idea at some point. Next meeting is the 24th at 9am.
 - d. Organization

No Report.

9. Other Business

a. Approval of Minutes

Motion by E.Reed to approve the minutes of March 19, 2019, as presented. Second by R.Sink and approved with all in favor.

b. Other – E.Johnson ordered some SAFF business cards. Interest in having some general business cards for SAFF.

10. Public Comment – There was none.

11. Adjourn –

Motion by R.Sink to adjourn. Second by D.Howard and approved with all in favor at 7:36 PM.



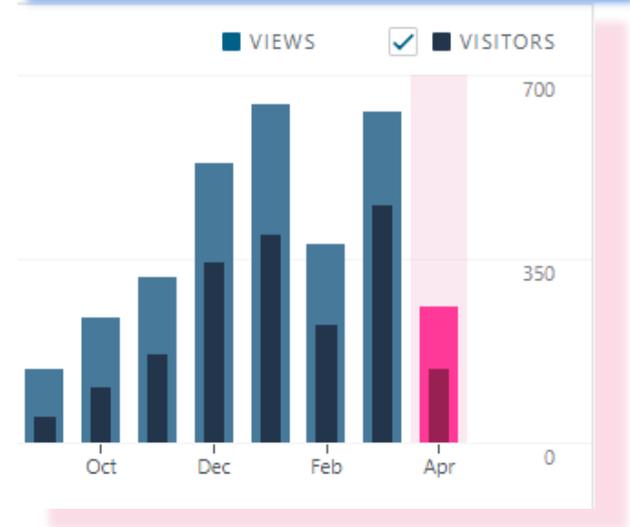
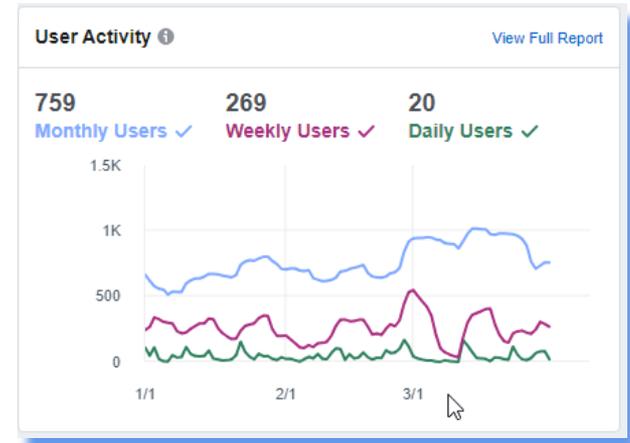
SAINT ALBANS
DOWNTOWN

Q1 Report & Proposal



Quarterly Report Q1

- Facebook seeing significant growth
 - Monthly User Growth: 15%↑
 - Weekly User Growth: 56%↑
- Businesses are acknowledging the increased social presence and are engaging
- Visitors to website growth
 - FB is our greatest referrer of web traffic



Quarterly Report Q1

Spotlight Business blog is gaining traction.

- Salon Elizabeth - 394 views
- Catalyst - 164 views
- Fashion \$centz - 340 views
- What a Yarn - 187 views

Three Business in Line:

- The Eloquent Page (April)
- Jeff's Maine Seafood (May)
- Sacred Energy & Wellness (June)

Benefits

- Acknowledges Businesses
- Raises Awareness of the business to community
- Increases long-term website traffic > foot traffic



Current Hours & Billing

Billing 4 hrs/month =
\$280

Averaging 18 hrs/month
of volunteer time (Value
\$1260/month)

- Avg: 18 hrs on social
(4-5 posts/per day)
- Avg: 6 hrs on blogs (1
per month)

November budget for social/blogging
was cut to \$300/month.

- Maintained increased posting rate
- Maintained blogging efforts

To continue attracting people
Downtown to shop, dine, seek
services.

New Proposal

Social Media and Blogging activity

- Decrease social posts from 4-5 to 3-4/day
- One blog per month

Current rate: \$280/month (4hrs at \$70/hr)

Nonprofit rate: \$1540/month (22 hrs at \$70/hr)

Proposed rate - inclusive package:

- \$700/month (45% of regular non-profit rate)
- Changes in social posts will decrease to 3-4/day
- Continue one blog per month