

MEETING MINUTES
MEETING OF THE ST. ALBANS CITY DOWNTOWN BOARD
& BOARD OF DIRECTORS OF ST. ALBANS FOR THE FUTURE
6:00 PM, TUESDAY, MAY 15, 2018
ST. ALBANS CITY HALL, 100 NO. MAIN ST.

Approved June 19, 2018

Board Members Present: Katy Collin, Chair; Donna Howard; Emily Richards; Rachael Sink; Maureen Brown; Erik Johnson; Laz Scangas; Amanda Liese (left at 7:09 PM); Mike Blouin.

Staff Present: Chip Sawyer, Director of Planning & Development; Marty Manahan, Director of Operations & Business Development.

Public Present: John Kelley; Elizabeth Reed; Andrea Gagner.

1. **Call to Order – Chair K.Collin called the meeting to order at 6:01 PM.**
 - a. Additions or Deletions to Agenda – None.
2. Discuss First Night in St. Albans

Andrea Gagner of 14th Star Brewery shared a desire to have a New Year's Eve event in the City. Has had some discussions with other businesses. Ideas include having more family-related events. Associated events, including in the Park, to end at a large venue for fireworks, etc. She would need assistance to make the event a reality, perhaps. M.Manahan has sent the idea out to some Downtown contacts and received some ideas. K.Collin asked if a committee could be formed to take on this event. One idea would be to just co-brand all of the events happening in the City that night. L.Scangas talked about Kid's Night at the Museum being involved. Various board members volunteered for the committee, but it would not technically be a committee of the Downtown Board. A.Gagner said she would convene a meeting in the next week.

3. SAFF Financial Report
 - a. Discuss financial policy for events.

E.Johnson suggested that notice be given when a Board financial vote is on the agenda. L.Scangas asked about having an administration fee go into the Unencumbered line when revenue-producing programs are implemented. E.Johnson could ask if the Unencumbered expenses over time could be compared to what events have brought in. Staff will come back next month with a recommendation for an administrative fee.

4. Consider candidates for Downtown Board
 - a. Interviews

John Kelley introduced himself. Grown up in St. A. Would like to be a part of developments in the community and give back. Has good skills and education to contribute.

Elizabeth Reed works downtown. Grown up in St. A. Progress and safety are interests of hers. Concerned about people being harassed from time to time on the street.

Kelley says that he has been able to talk to a lot of Vermonters about business concerns.

Reed had been working on her college literary arts magazine. Has an art history background. Managed galleries and put on events.

Reed is interested in the Design Cmte. Kelley is interested in Economic Restructuring and Merchants/Promotions.

b. Recommendation to City Council

L.Scangas made a motion to recommend to City Council Kelly for open seat and Reed as Alternate, both for terms expiring 12/31/2019. Second by E.Johnson.

During discussion, M.Blouin suggested that Reed take his seat to expire 12/31/18. But that he was fine with her simply pursuing his seat once it expired.

The motion on the floor passed with all in favor.

5. Discuss social media services

The 6-month agreement with Rachael Sink to provide social media services had expired. C.Sawyer reported that \$1,640.63 had been paid to Sink for her services through March. R.Sink stated that there were some background/preparatory services that she doesn't charge for.

E.Johnson suggested having a set budget with amounts set aside for certain events. He gave a summary of website traffic analysis.

There was extensive discussion of paid online ads versus social posts.

There was a discussion of Board members selling 50/50 raffle tickets at summer concerts.

Motion by E.Richards to continue with the social media agreement for six months, the costs of which shall be split amongst the Arts, Merchants, and Unencumbered funds, unless there is specific advertising for Festival of Trees. Second by M.Blouin. Approved with all in favor.

R.Sink continued with a social media update. There is an increase in engagement and traffic to blog posts. She made suggestions for ways to do contests and polls with the

Facebook page. Also videos. A.Liese suggested a video contest of favorite things to do Downtown.

6. Project Updates

- a. 2018 events – Summer concert series, farmers market, Wine & Food Festival, corn hole tournament, possible food truck event, Museum’s Oktoberfest, sidewalk sale and art walk, a milk can event associated with the Creamery’s 100th anniversary.
- b. City Hall Auditorium improvements grant – Chip talked about the \$22,000 Cultural Facilities grant submitted. M.Manahan suggested that the first priority should be to install a sound system.
- c. *Around Our Town* calendar – Possible regional meeting on May 23. Next step is to get community members to start talking about the calendar in their communities and gauge buy-in.
- d. Social media – Summary given earlier.
- e. OPEN flag project – Have ordered another dozen for the summer. Some businesses are customizing theirs.
- f. Main Street Paving – C.Sawyer gave an update on parking disruptions to be experienced in the following week.
- g. Federal-Catherine Street Project – C.Sawyer discussed final work to be performed in early June.
- h. Downtown Wi-Fi – A meeting will be set up with the City’s IT provider for a wi-fi planning proposal.
- i. Storefront accessibility survey – Waiting for City staff to be freed up to finish the inventories.

7. Committee Reports

- a. Community Arts – Have discussed events and types of event services they want to provide. Will support an area theatre camp. Will look into showing movies. FOT date may be moved because of how early Thanksgiving is this year.
- b. Merchants / Promotion – Working on events for the year.
- c. Organization – No report.

8. Other Business

- a. Approval of Minutes

**Motion by M.Blouin to approve the minutes of April 17, 2018 as submitted.
Second by D.Howard and approved with all in favor.**

- b. Other – None.

9. Public Comment – None.

10. Adjourn

Motion by E.Johnson at adjourn at 7:25 PM. Second by M.Blouin and approved with all in favor.

Minutes taken by Chip Sawyer.