

**MINUTES**  
**MEETING OF THE ST. ALBANS CITY DOWNTOWN BOARD**  
**& BOARD OF DIRECTORS OF ST. ALBANS FOR THE FUTURE**  
**6:00 PM, THURSDAY, MARCH 5, 2020**  
**ST. ALBANS CITY HALL, 100 NO. MAIN ST.**

*Approved March 26, 2020*

**Board Members Present:** Maureen Brown, Chair; Erik Johnson, Vice Chair; Donna Howard; Elizabeth Reed, Secretary/Treasurer; David Glidden; Ben Letourneau; Ashley Cleare.

**Public Present:** Jeremy Reed, Keith Longmore, Heather Winther.

**Staff Present:** Marty Manahan, Director of Operations; Chip Sawyer, Director of Planning & Development and taking minutes.

1. **Call to Order – Chair M.Brown Called the Meeting to Order**
  - a. Additions or Deletions to Agenda

**Motion by E.Reed to discuss a proclamation for National Poetry Month in April to recommend for the Mayor’s signature. Second by D.Howard and approved with all in favor.**

**Motion by D.Howard to discuss Relay for Life and Paint the Town Purple with Heather Winther present. Second by D.Glidden and approved with all in favor.**

**Motion by D.Howard to recommend the Proclamation for National Poetry Month in April for the Mayor’s signature. Second by D.Glidden and approved with all in favor.**

H.Winther gave a review of last year’s Paint the Town Purple event. This year the Relay for Life is Sat. June 20. The intent this year is to try to do the entire month of June. H.Winther explained the materials and board game idea for this year. Downtown Board members made suggestions. D.Howard volunteered to take the completed game boards. C.Sawyer said the City could help with window clings and game boards too. May need block captains to rally merchants.

2. Consider Board candidates
  - a. Interview

Jeremy Read: Interested in joining the Board for community events and involvement. Could make some suggestions, including partnering with Museum. Would like to see another Raid reenactment. Liked the Chair Affair, but it might need a new concept. Likes the holiday events and Maple Festival. Is a history buff.

Keith Longmore: Been in St. A. for a year. Working here. Enjoys community very much. Background in journalism. Was involved with Reggae Fest and other reggae events. Worked in community television. Sees a lot of potential and resources in St.

Albans. Burgeoning wellness community. Would like to be involved because he has insight into things that could be helpful. Likes the emerging renaissance vibe.

- b. Discuss recommendation to City Council

**Motion by E.Reed to recommend to the City Council that Jeremy Read be appointed to a full seat on the Downtown Board and Keith Longmore be appointed as an Alternate. Second by D.Glidden and approved with all in favor.**

3. SAFF Financial Report

C.Sawyer delivered the financial report.

- a. Transfer raffle and photo contest balances to City

**Motion by E.Johnson to transfer the Holiday Raffle and Photo Contest balances to the City. Second by E.Reed and approved with all in favor.**

4. Quick Updates

- a. Events. Sunflower Fest set for Aug. 13-16. Last Night will meet eventually. Wine and Food Fest set for Sept. 12. Maple Fest April 24-26. Make Music Day June 21<sup>st</sup>. FOT Nov. 28-Dec 6.

E.Reed would like to do Poetry Month. Had some ideas for integrating poetry into Downtown. Open mic at Twigg's, perhaps. Work with the High School? State's Poet Laureate?

- b. Downtown Website. E.Johnson reported that the new site concept has a site map that needs populating. Need to determine a new host – standard Wordpress or Squarespace.
- c. Social media – No social media report. E.Johnson said the Board should have a discussion about social media goals and had heard from a couple people who would like to be able to bid on the work for the Downtown Program.
- d. Kingman Street Project – C.Sawyer reported that construction was delayed until 2021.
- e. Committee Reports – M.Brown reported that the Merchants Cmte. met March 4th and discussed meeting formats and marketing and advertising. Would like a new business welcome packet. Talked about bringing back an art auction event like the Chair Affair. National Guard may be able to provide a tent. Discussed Summer Concert Series and having restaurants do the food. Would like a committee meeting specific to marketing. Some discussion about parking and BFA parking. Cmte. opinions were that the City could do more to market the 2 hour free parking in the garage. There is a need for more wayfinding signage in the garage to hotel, Downtown, Amtrak, etc. There was talk of having an info board in the parking garage and more info. space in the elevators.

D.Howard report that the Arts Cmte. talked about the art wall at Houghton Park and putting art inside the Main St. covered walkway. Talked about Color Fest.

5. Discussion of 2020 Focus and Priorities

The list of events for SAFF to run included the following:

<b>Event</b>	<b>Discussion</b>
Pie for Breakfast	Make it a Board focus for 2020. Schedule for May 16.
Community Cook-Out	Little to no discussion.
Sip & Crafts	Little to no discussion.
Chair Affair-like event	Little to no discussion.
Spooky Saturday	Continue in 2020.
Ice Cream Day	Little to no discussion.
Last Night	Signature Event. Continue in 2020.
Poetry Month	Previously discussed.
Make Music Day	Continue in 2020.
Paint the Town Purple	Previously discussed.
Color Fest	Little to no discussion.
Mural Walk	Little to no discussion.
Craft Swap	Continue in 2020.
Photo Contest	SACA may take this over. Needs a sponsor. Should winning photos be on the Messenger Regional Guide?
Indoor Farmers Market	Not for SAFF to take leadership on.
Festival of Trees	Signature Event. Continue in 2020.
Casino Night	Make it a Board focus for 2020. Schedule for Friday in Sept..

Ideas to increase revenue included:

1. Work on community relations. Business/Resident interest and participation.
2. Make more contacts/appeals to make more people/businesses invested in Downtown.
3. Maximize return on investment in terms of Board effort vs. funds raised. Pair fundraising with key events.
4. Sell ice cream at the concerts.

Ideas for changes to make in 2020 included:

1. More strategy than updates at Board meetings.
2. Improve processes (if needed).
3. Focus Board's efforts on only a couple things each year.
4. Reorganize committees and create a fundraising committee.
5. Establish a seasonal marketing strategy, so that we can plan ahead and be ready as needed.
6. Work on the Downtown website.

6. Other Business

- a. Approval of Minutes  
**Motion by D.Howard to approve the minutes of January 21, 2020, as presented. Second by D.Glidden and approved with all in favor.**
  - b. Downtown Day in Legislature March 17  
  
C.Sawyer discussed Downtown Day in Montpelier on March 17.
  - c. Next meeting date  
  
C.Sawyer asked the Board if they would like to meet the evening of St. Patrick's Day or not. The Board decided by consensus to re-schedule the meeting to March 26.
  - d. Other – None.
7. Public Comment – None.
  8. Adjourn  
  
**Motion by E.Reed to adjourn. Second by D.Howard and approved at 8:28 PM.**