

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, JUNE 27, 2023

FINAL

Members of the Board Present: Maureen Brown, Chair; Erik Johnson, Treasurer; Shannon Smith; Ashley Cleare; MaryPat Larrabee (via zoom), Sharon Holcomb; Donna Howard (joins at 6:23 pm)

Members of the Board Absent: David Glidden; Jeremy Perez; Jeremy Read; Emily Richards; Jackie Hawkins; Debra Morton.

Members of City Staff Present: Arleigh Young, Coordinator of Planning & Development; Katie Haseltine, Minute Taker.

Members of the Public Present: None

1. Begin Recording and Call to Order – **M. Brown called the meeting to order at 6:03 PM**
 - A. Attendance and introductions - Katie Haseltine, minute taker
 - B. Public Comment on items not on the agenda - None
 - C. Additions or Deletions to Agenda - None
2. SAFF Financial Report
 - D. M. Brown comments on Holiday Raffle line item being highlighted. A. Young shared that at a past meeting it was decided that \$1,000 would be moved from there to Unencumbered to aid in the cost of the Eclipse Glasses.
3. Community Survey with Raffle follow up - Erik Johnson presenter
 - E. Discuss pricing, strategy, prizes, and timeline
 - A. Incentive was to raffle off some prizes, E. Johnson proposed giving away (5) \$10 downtown dollar prizes for those who complete the survey
 - B. There is no month to month discount on Survey Monkey for non-profits. E. Johnson suggests running the survey from mid-July to mid-September and pay for two months instead of the annual fee. All agree on that plan.
 - C. E. Johnson motions to attribute \$50 dollars to incentivize those to take the survey. D. Howard seconds. Motion passes with all in favor.
4. Discuss events/programs/committees
 - F. Events - Upcoming
 - Church Street Festival (7/22)
 - A. Young planning on bringing chairs up from Chair Affair
 - Plaques have arrived and have been placed at buildings, they look great
 - S. Smith curious about social media advertising, A. Young has seen the event shared, but haven't seen much else
 - S. Smith wonders if highlighting each building/business to get more buzz around the event. A. Young will share that idea with Janet.
 - Tattoo Convention (10/14-10/15)

- A. Young got confirmed and permission from the state to hold it in City Hall
- Jon & Jody Rodrigues will be the brains behind it, next steps are to get the licensure for the building for the day. Looking at 20-25 different tattoo artists participating, appointments to be made ahead of time for tattoos
- No responsibility as a fiscal agent
- Spooky Saturday (10/28) and FOT (11/25-12/3)
 - A. Young says both are moving along
- Chair Affair (8/19)
 - A. Young working with UPS on getting posters printed
 - A. Young working on a map (city on one side with numbered locations and businesses on the other side), auction items
 - All of the GetButter items are in place, just need to upload pictures of the auction items and then it can go live. New option to donate without bidding for items.
 - A. Young had also floated the idea of a food sale but needs to look into logistics and if a catering permit may be required.

G. Programs

- Downtown Business Social
 - A. Young - no update
- Downtown Wayfinding Program
 - A. Young mentioning discussion coming back up on the arrows on Main Street that point visitors too the downtown area and businesses
 - Should the name be included in the directions/arrows? If so, business owners would have to invest in that
 - E. Johnson echos that topic and recalls originally bringing this idea to the board a while back. If using signs with common known symbols, to direct people to those side streets. Local businesses would be able to print/create signs. E. Johnson to do some more research and report back.

H. Fundraising/Appeals

- Fountain T-Shirt
 - A. Young T-shirt is going well, Main Street Graphics and JC Image, waiting to hear back from them on quotes with specific parameters and will make a decision when they get the numbers back to her.

I. Marketing

- Eclipse 2024
 - M. Brown got a call from a travel writer at the Wall Street Journal about the event
 - A. Young says they are looking into entertainment for that day as well as a written program to help visitors know about bathrooms, restaurants,
 - S. Smith mentions that most businesses are closed on Mondays, but that will likely shift given the foot traffic the day will bring.

J. Arts

- The future of SACA
 - D. Howard had mentioned that she wants to step down from that responsibility. A. Young has a couple people who are interested. One works at NMC and one is a

local artist. E. Johnson asks if they can be invited to next meeting, A. Young will coordinate that.

- D. Howard recalls being told that you have to be a member of the board to take on the responsibility as chair of SACA.

K. Social Media/Website

- Event Sharing Website called Locable
 - A. Young said it was brought to them from the state downtown board. More of a statewide thing right now and can be broken down to counties/towns. A. Young is looking into it, there is a paid and free option to it. The thought is that if this proves to be successful for others, St. Albans may consider using the platform to advertise local events in hopes of increased reach and overall attendance.

L. Organization

- A. M. Brown addressing general safety concerns in Downtown. How do we try and keep one another informed about nefarious things happening.
- B. E. Johnson shares that he has done some research on camera vendors that are specific to cities and their unique functions. It has the ability to sense odd behavior on license plates that can alert the town when there is suspicious activity.
- C. M. Brown knows that technology exists to handle communicating swiftly and effectively to local businesses when something happens
- D. S. Smith is curious about potential discussion for safety because all of the businesses are affected by the increase in foot traffic in town that are cause for concern.
- E. S. Holcomb would like to invite Dom, Tim, Jason, and Chip to join an upcoming meeting to discuss safety. S. Smith would like to give them a heads up so that potential solutions and options could be presented. Invite all merchants in downtown to let them know this will be a topic of discussion in case they want to join and be a part of the conversation.
- F. S. Smith would like to see cameras go up, E. Johnson echos mass alert system (allow for merchants to opt into either email, text, or call or can opt into all)
- G. A. Young will coordinate Dom, Tim, Jason, and Chip to join the next meeting as well as letting merchants know this discussion will be had and they are invited to attend if they'd like to be part of that conversation.

M. Other

- A. S. Holcomb asks about the Sidewalk Sale (July 7, 8, 9) and advertising for it. E. Johnson has photos to share with S. Holcomb and she can create poster.
- B. M. Brown curious about parking garage shut down to clean. S. Holcomb mentions alleyway as well.
- C. D. Howard announces that Waldo arrives on July 1st.

5. Other Business

N. Approval of Minutes

- A. 5/23 Minutes: E. Johnson notes that the motion to approve a range, but it should have been \$200 flat, that needs to be fixed, as well as some formatting.

B. D. Howard motions to approve minutes with amendments. S. Holcomb seconds. Motion passed with all in favor.

O. Other - none

6. Adjourn

P. Meeting adjourns at 6:58 pm.