

MEETING NOTES
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, NOVEMBER 22, 2022

Members of the Board Present: Maureen Brown, Chair; Emily Richards, Vice Chair; Erik Johnson, Secretary/Treasurer; Ashley Cleare.

Members of the Board Absent: Valdemar Garibay; David Glidden; MaryPat Larrabee; Jeremy Read; Jeremy Perez; Donna Howard.

City Staff Present: Chip Sawyer, Director of Planning & Development; Arleigh Young, Planning & Development Assistant; Angela Bernard, Minute Taker.

***Informational Meeting Only – No Quorum*

1. Begin Recording and Call to Order – **M. Brown called the informational meeting to order.**

- 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 – C. Sawyer presented a financial report. Money is coming in for Holiday Raffle, Kingman Fest, and Festival of Trees. The City still owes money for the summer concert in the park.

C. Sawyer asked if the Board wants postcard design budgeted into "unencumbered." The general vote was "yes," with final decision pending a quorum. C. Sawyer said the unencumbered account is growing.

a. Discuss appropriations for holiday marketing – C. Sawyer signed a contract for a VPR radio campaign for holiday marketing and asked the Board if they would be willing to split the cost with the City. E. Richards said they can't vote on it tonight, but she doesn't see why the Board would disagree. Official vote was tabled until there is a quorum at a future meeting. E. Richards asked if the *Messenger* ad campaign is ok with C. Sawyer. He agreed that it was, if the Board feels there is money to cover it.

3. Discuss events/programs/committees.

a. Debrief Downtown Business Social – E. Johnson complimented the food for the event. There was some discussion regarding general positive feedback from members of the community about the event, and C. Sawyer said it generated interest in the community to help fill vacant positions on the Board. There are now multiple people interested in the four vacant spots. A. Young said she thought it was well attended and well-received and that she got a lot of positive feedback. A. Young suggested hosting another one in February, possibly a different day of the week. C. Sawyer said the Board had promised to cohost a mixer with the Chamber of Commerce, so they could connect with them and see about planning one. C. Sawyer and A. Young suggested hosting one at Off the Rails.

b. Marketing – E. Johnson suggested setting up a table to promote the Downtown and local events at the upcoming Model Railroad Show at Collins Perley in March 2023. He said the Railroad show people typically charge money for organizations to have a table inside the show, but that they're willing to donate it for free to the Downtown Board.

c. Events and Programs.

i. Spooky Saturday, Festival of Trees, Last Night, etc.

A. Young said Spooky Saturday was a roaring success and was well attended. She said that next year the people behind the witches dance in the Taylor Park fountain might try to do *Thriller* during Spooky Saturday, rather than on Halloween night.

A. Young said things are set for the Festival of Trees and the tree lighting / laser show. E. Johnson said ticket sales are at around 22% right now. E. Richards reminded everyone that the Holiday Raffle kicks off this weekend as well, with 39 participating businesses.

d. Fundraising/Appeals.

i. T-Shirt and Postcard Designs – A. Young said Jack Tremblay instituted some suggested changes and updates to his winning T-shirt design, which he is donating to the City and not taking cash payment for. C. Sawyer put the latest designs up on the screen for the Board to review. There was some discussion over two different design ideas and which one Board members prefer. A. Cleare said the fountain is historic and that if someone wore the shirt elsewhere, no one would know that it was a fountain. C. Sawyer said he shares that concern, and he doesn't think it looks like the fountain. A. Cleare said she thought the point of saying they want a fountain T-shirt was to make it look like the fountain. M. Brown said that no one outside of the city would know what is on the shirt. C. Sawyer suggested going back to Jack and asking him to create a design that focuses on the fountain as a whole, rather than pieces of the fountain.

A. Young said they would put the idea on hold for now until they get a quorum to vote.

E. Johnson presented an update on stickers and postcards. C. Sawyer said there needs to be a sales tax exempt account set up before they can sell them. C. Sawyer said they need a Vermont business account number.

e. Arts - none

f. Social Media / Website – none

g. Organization – C. Sawyer listed the names of the people who are interested in joining the Board, plus two reappointments of existing members. There are eight people interested in joining but they need to get their applications in. He said other options include making more alternates for the Board.

h. Other - none

4. Other Business.

a. Approval of Minutes – no vote due to no quorum

b. Next meeting date and format – there was some discussion about whether to hold the meeting on 12/27/22 or to cancel it. C. Sawyer said if it's cancelled, there would be no time to review potential board members' applications before City Council votes to appoint the newest members in January. The meeting will be held at 6:00 PM on December 27, 2022.

c. Other - none

5. Adjourn.

M. Brown adjourned the meeting at 7:11 PM.