

MEETING MINUTES
ST. ALBANS CITY DOWNTOWN BOARD
& ST. ALBANS FOR THE FUTURE BOARD OF DIRECTORS
TUESDAY, JANUARY 15, 2013

5:30 PM
ST. ALBANS CITY HALL
100 NORTH MAIN STREET

APPROVED FEBRUARY 19, 2013

Board Members Present: Elizabeth Gamache (Chair), Jeff Bean, Mike Blouin, Katy Collin, Tim Hawkins, John Holzscheiter, Mike McCarthy, Laz Scangas, Jim Walsh, Jeff Young, Dominic Cloud (non-voting).

Board Members Absent: Sharon Holcomb, Sandy Mayotte.

Staff Present: Chip Sawyer.

Public Present: Peter Ford, Winnie Wilkenson, Heidi Crossman, Pam Austin-Johnson.

1. Call to Order

Chair Liz Gamache called the meeting to order at 5:34 PM.

2. Downtown Program Update

Questions were asked about the update on the fountain repair project.

Tim Hawkins asked if fundraising for the fountain repairs should be set up now.

Chip Sawyer answered that might be a good idea.

Dominic Cloud mentioned that it could be volunteers guiding the effort.

Having the City Council delegate and “bless” the effort was discussed. Should it be the Downtown Board in charge or an ad hoc committee with “fresh blood?”

Jeff Bean mentioned that non-City organizations could carry the load too.

It was resolved that City Staff would prepare options for the next City Council meeting.

3. Update on financial status of St. Albans for the Future

Treasurer Sandy Mayotte was not present to give a report. Chip Sawyer commented that there were no major changes to finances, except for deposits from Holiday Raffle participating businesses, which would be a pass-through to pay for advertising expenses.

4. Committee Updates

a. Design – No report

b. Economic Restructuring – Meeting on following Monday.

c. Organization – No report

d. Promotion

Event survey was passed around to be placed on Chamber of Commerce website soon. The Promotion Cmte set goals that their agendas would be

focused on retail programming, event optimization and marketing capacities and collateral.

John Holzscheiter mentioned advertising opportunities at the northbound I-89 rest area managed by the Chamber of Commerce. Holzscheiter and Sawyer would explore for more details.

Mike McCarthy mentioned interest in a more comprehensive cooperative advertising program that the Downtown Program could offer to businesses.

Liz Gamache mentioned the information booth at Burlington Church St. Marketplace as another option.

The event survey would start out with limited printing and a social media push.

Motion by Jeff Bean that Downtown Board members are not eligible for the prize from the event survey. Seconded by Mike Blouin and approved unanimously.

Upon suggestion from John Holzscheiter, there was discussion that shirts, hats and bags with the new St. Albans logo should be sold at the Maple Festival. City Staff would explore the option.

5. Project Updates
 - a. Holiday Raffle – Chip Sawyer reported that the raffled was a resounding success. Jeff Bean suggested that a similar raffle be held during the Streetscape Project.
 - b. Streetscape – Chip Sawyer gave an update. It was reported that there have been a few requests to install railings at points along the new steps of the finished section of sidewalk. These railings were not included in the Streetscape’s original design, but could be a possibility for the future.

6. Approval of Minutes – D&V

Motion by Tim Hawkins to approve the minutes of the 12/18/12 meeting with the correction that Mike Blouin was absent. Seconded by Mike McCarthy and approved with all in favor, except Mike Blouin abstaining.

7. Other Business

Jeff Bean mentioned that a solution needs to be found for snow on Downtown sidewalk. Dominic Cloud replied that the current City ordinances require property owners to clear sidewalks in front of Downtown buildings, however the City was trying to go in a different direction and has stepped up clearing with many compliments received.

Jeff Young advertised a Taylor Park horticultural meeting coming up on Jan. 22.

8. Public Comment

No public comment.

9. Executive Session – D&V

Motion by Jim Walsh to enter Executive Session for discussion of personnel matters where premature general public disclosure would compromise the City or persons involved. Seconded by Laz Scangas and approved unanimously.

Motion by Mike McCarthy at 7:08 PM to exit Executive Session. Seconded by Mike Blouin and approved unanimously.

Motion by Mike McCarthy to encourage the City to move forward with an expedited hiring process for Director of Business Development and to engage in discussions with potential providers of promotion services. Seconded by Laz Scangas and approved unanimously.

10. Adjourn

Motion by Mike McCarthy to adjourn at 7:10 PM. Seconded by Mike Blouin and approved unanimously.