

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, DECEMBER 10TH, 2024

DRAFT

Members of the Board Present: IN PERSON: Emily Richards, Vice Chair; Jackie Hawkins, Secretary/Treasurer; Debra Morton; K.F. Samandari; Jeremy Read; Ashley Cleare; Donna Howard (joined at 6:10), VIA ZOOM: Lauren Bode

Members of the Board Absent: Maureen Brown, Chair; Donna Howard; Valdemar Garibay; Shannon Smith; Sharon Holcomb

Members of the SACA Committee Present: Nichole Cunningham

Members of the SACA Committee Absent: Jennifer Kostuck

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

Members of the Public Present:

1. Begin Recording and Call to Order - E. Richards calls meeting to order at 6 PM.
 - 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
 - a. A. Young provides a quick summary
 - i. Kingman Fest - growing, pulling in some early donations, which is great
 - ii. Summer Concert Series - back out of the hole, the City filled the gap
 - iii. Festival of Trees - looking good, working on dividing out ticket sales for the charities.
 - iv. Merchants (previous line item) has been changed to Holiday Events. A. Young explains that they plan to keep and hold that for the Hallmark in the Park, and other holiday events to keep some money there for those events.
3. Discuss events/programs/committees
 - a. Events
 - i. Festival of Trees (Hallmark in the Park, Monte Carlo Holiday Festival), Downtown Holiday Raffle, Last Night Fireworks.
 1. Festival of Trees (Hallmark in the Park, Monte Carlo Holiday Festival)
 1. A huge success and raised a lot of money for charities. A. Young thinks it was one of the best attended yet. A. Young notes that timing for Santa will likely shift next year.
 2. D. Morton notes that the snowglobes were a huge hit.
 3. Monte Carlo Holiday Festival was very successful, sold more than twice the tickets than previous years. J. Hawkins asks how many attended. A. Young estimates at least 150 people, with about 130 purchased online and 40 that came at the door.
 2. Downtown Holiday Raffle
 1. E. Richards explains it is going well.
 2. D. Howard had someone report that the online form asked for credit card information. E. Richards believes they were in the wrong spot, because it will not ask

- your for that information and encourages to have people scan the QR code on the flyers and cards.
3. Last Night Fireworks
 1. 7 PM on New Year's Eve
 2. A. Young notes that the South End of the Park will be open for the public to stand in. The North End will be roped off for Northstar Fireworks to light them off.
 - ii. Supporting portion of last Night Fireworks
 1. Chip Sawyer asked A. Young to discuss with the board using remaining Last Night funds for the Fireworks. D. Morton motions to approve using the remaining funds in the Last Night account for the Last Night Fireworks. D. Morton seconds. J. Hawkins asks where the money came from. A. Young shares it was funds leftover from a gala event years ago. Motion passes with all in favor.
 - iii. Events list for 2025
 1. A. Young plans to start working on an Events Card for 2025. The public really enjoyed having those. If anyone knows of events going on in Downtown, send those to Arleigh.
 - iv. Quarterly Business Socials
 1. A. Young would like to start initiating quarterly business socials and is looking for a couple board volunteers to help with coordinating and organizing that. It is important to encourage the collaboration and community among the Downtown businesses. A. Cleare would be happy help. E. Richards is as well.
 - b. Programs - None
 - c. Fundraising/Appeals - None
 - i. A. Young notes that it may be time to think about a new shirt, encouraging the board to be thinking about that and start that discussion in the new year.
 - d. Marketing
 - i. Holiday ads with O'Rourke and VPR - supported by FOT and Holiday Raffle
 1. A. Young believes the board discussed VPR last month, which encompassed various 30-second ads throughout the Thanksgiving season.
 2. A. Young is working with O'Rourke on advertising Downtown shopping and happenings throughout the holiday season.
 - e. Arts
 - i. SACA Update - N. Cunningham provides a summary
 1. Festival of Trees - Ornament decorating was a hit, parents loved it.
 2. Planning Team Meeting - December 11th
 1. N. Cunningham compiled previous contacts and has about 8-12 people coming.
 3. Mini Arts Convention - February 15th
 1. The Tattoo Convention organizers reached out about doing a mini convention with more music involved, and be a fundraiser/benefit for SACA and Turning Point, Spectrum, and Martha's Kitchen.
 4. A. Young announces that N. Cunningham has taken on the sole director role of SACA.
 5. Facebook Group - N. Cunningham is working on creating one as a space for artists to come together and connect, share ideas and resources, etc.
 - f. Social Media/Website
 - i. A. Young plans to have the RFP ready for review at the next meeting.
 - g. Organization
 - i. Board Expectations for 2025
 1. A. Young explains that the board is meant to support the implementation of community events, in addition to attendance at meetings. By outlining a list of events to review at

- the start of the new year, A. Young suggests members can pick one or two events and take on a leadership role to help delegate participation.
2. A. Cleare likes the idea of seeing a list of events to determine what would work best for each member. J. Hawkins, N. Cunningham, and D. Morton also agree.
- ii. Expiring Seats have decided to continue
 1. City Council will meet in January to approve those renewed seats.
 2. E. Richards asks if Sharon Holcomb is continuing. A. Young checked and she did say she would like to continue, highlighting that she recently sold her business and is away for the winter, but will return in the Spring.
 - iii. Vote on Chair Seat, Vice Chair Seat, and Secretary/Treasurer Seat
 1. J. Hawkins motions to approve Maureen Brown as chair. D. Howard seconds. Motion passes with all in favor.
 2. J. Hawkins motors to approve Emily Richards as vice chair. D. Howard seconds. Motion passes with all in favor. E. Richards abstains.
 3. D. Howard motions to approve Jackie Hawkins as Secretary/Treasurer. N. Cunningham seconds. Motion passes with all in favor. J. Hawkins abstains.
 - h. Other - None.
4. Other Business
- a. Approval of Minutes 10/22/2024
 - i. J. Read notes that he is listed as both present and absent, he was present. The same with Sharon Holcomb. A. Young notes those changes.
 - ii. N. Cunningham motions to approve minutes with amendments noted. D. Howard seconds. Motion passes with all in favor.
 - b. Next meeting January 28, 2024, 6 PM
 - i. E. Richards confirms next meeting.
 - c. Other
 - i. D. Howard has heard a lot of compliments about the Downtown decorations.
 - ii. A. Young adds that small improvements are made each year, noting that the extension cords are hung much better this year.
5. Adjourn. E. Richards adjourns meeting at 6:38 PM.