

Meeting Minutes
St. Albans City Downtown Board
& Board of Directors of St. Albans for the Future
6:00 PM Tuesday March 23, 2021
Via Remote Connection

Approved April 27, 2021

Board Members Present: Maureen Brown, Chair; Emily Richards, Vice-Chair; Erik Johnson, Secretary
Treasurer; David Glidden; Ashley Cleare; Keith Longmore; Donna Howard; Valdemar Garibay; Elizabeth
Reed;

Board Members Absent: Ben Letourneau; Rachael Sink; Jeremy Read

Public Present: Matt Haefele and Ashley Sandy, LONDONmiddlebury

Staff Members Present – Wendy Coy, Minute Taker; Chip Sawyer, Director of Planning & Development;
Marty Manahan, Director of Public Works

1. **Call to Order – Chair Brown called the meeting to order at 6:02.**
 - a) **Attendance and introductions** – None
 - b) **Additions or Deletions to the Agenda** – None

2. **Social Media Update** – January was right as London Middlebury was coming on. February had a general decline due to January’s numbers being so high. Leprechaun Scavenger Hunt has brought March’s numbers higher. Instagram is building pretty rapidly. March’s numbers are much higher than February. They have reduced the number of design graphics. Community likes raw photos much better. The company has learned that the City can connect to people in real life and they will enter the City’s social sphere. Virtual Easter Egg Hunt – They are asking businesses to hide eggs throughout their storefront then take a video and submit it. People will watch video and try to find all of the eggs. London-Middlebury would like 5-10 businesses participating. The Board discussed what businesses might participate. Board members agreed to reach out to various businesses. London-Middlebury would like videos by March 29th and start teasing the posts on the weekend of April 1st.

3. **SAFF Financial Report** – No huge changes. Downtown dollars are being redeemed. Checks for more than \$10,000 total have been written.

4. **City Logo Update** – Mr. Sawyer talked that the logo decision was made that it would only say Saint Albans. The words “City of” will be added to the current logo. It is going before City Council for a vote.

5. Discuss events/programs/committees –

- a) **COVID updates / activities** – Grants for businesses for loan forgiveness are out there. No restrictions on outdoor activities. There will be no capacity limitations. Concert in the Park will be just bands. No food or drink. The first concert is on June 23rd, 2021.
- b) **Break the Winter Blues, Rotary Hearts event, Maple Festival, etc** -
 - **Break the Winter Blues** – It was a good weekend for many people.
 - **Restaurant Passport** – Mr. Sawyer is going to work on the listing of the restaurants.
 - **Maple Festival** – Mr. Sawyer will look into the Downtown Window Contest.
- c) **Event Marketing Calendar** – Some members of the Board had trouble with the link. Mr. Sawyer shared its current form. The Board should start discussing the possibility of future events now that restrictions are starting to lift.
- d) **Welcome Decals** – Four businesses have contacted Mr. Sawyer to get them.
- e) **Downtown Dollars** – Program is going strong.
- f) **Social Media / Website** – See above
- g) **Arts** – Arts in the Park in Rutland get a lot of exposure. Poetry Month is April. Sidewalk sale / craft show in early July. There has been an interest due to craft shows being canceled. SAFF is looking for Board members.
- h) **Kingman Street, Center Street, Stebbins Street, Etc.** – Bids will open on Thursday for Kingman Street. Businesses are concerned about slow down and closing street. April will know a lot more about the sequencing of the project.
- i) **Other** – The Chair in the park needs some attention. It needs cleaning and repainting. It is structurally sound.

6. Other Business

- a) **Approval of February 23, 2021 Meeting Minutes** – Member Reed made a motion to approve the minutes as presented. Member Garibay seconded the motion. It passed with Member Reed abstaining.
- b) **Next Meeting Date and format** – **April 27, 2021**: It will be the same time and format.

7. Public Comment – None

Meeting adjourned at 7:00 PM.