

Meeting Minutes
Meeting of the St. Albans City Downtown Board
& Board of Directors of St. Albans for the Future
6:00 PM Tuesday June 19, 2018
St. Albans City Hall, 100 No. Main Street

Approved July 17, 2018

Board Members Present: Katy Collin, Chair; Erik Johnson, Vice-Chair; Donna Howard; Emily Richard; Maureen Brown; John Kelley; Sharon Holcomb; Elizabeth Reed; Mike Blouin

Board Members Absent: Rachael Sink; Laz Scangas; Amanda Liese

Staff Absent: Chip Sawyer, Director of Planning & Development; Marty Manahan, Director of Operations & Business Development; Wendy Coy, Minute Taker.

1. Call to Order – Meeting called to order by Chair K.Collin at 6:00 pm

2. SAFF Financial Report –

- a. **Discuss financial policy for events** - Mr. Sawyer reviewed the options to have events that raise money for the unencumbered funds. Social Media is for all of Member Sink's services. Special project, so far, is just store front inventory. The SACA funds support the Jazz Band, the Burrow and the Art Walk. The Chair Affair this year netted more than the Festival of Trees. Vice-Chair Johnson stated that the Unencumbered needs some sort of revenue. Mr. Sawyer stated that the Board could just move the money when it is needed and we might still have to do that. Chair Collins thought was to keep things going as is. Member Howard asked how the Board wanted to handle the beneficiaries when they donate for a specific purpose such as the museum. The beneficiaries might not want the money supporting SAFF. Mr. Manahan stated that the Board doesn't state what is being donated until event is over. Mr. Sawyer pointed out that every event has administrative costs. A new policy will be proposed at the next meeting. All events will have 10% of the net go to the unencumbered account for administrative costs. This would only apply to events that make money. If an event loses money, no money would be removed. Member Richard stated that if we are taking the 10%, the event should be on the downtown Facebook page and on the downtown calendar. The event should be able to take advantage of those resources. Mr. Sawyer stated that the events would be posted in both places.

- 3. Discuss Facebook Fundraising Strategy** – There is a Facebook donate button. Mr. Sawyer suggested that it be used to raise money for SACA and the Downtown. Member Howard asked how the Board would be able to differentiate between them. Vice-Chair Johnson stated that you can set it up so, if someone clicks on the SACA button, it goes to SACA. If they click on the Downtown button then it goes to unencumbered. Vice-Chair Johnson stated that he would need a copy of the 501(c)3 letter. Mr. Sawyer and Vice-Chair Johnson are going to go over the paperwork necessary to start this.

4. Discuss sales events in Taylor Park - Mr. Sawyer stated that City Hall has gotten requests from people who would like to do direct sales, such as LuLaroe, in Taylor Park. The Board discussed many aspects of this idea. Chair Collin asked how many inquiries has been received by the City. Mr. Sawyer stated there haven't been a lot but wants to decide before it snowballs. He believes that there should be some sort of fee. Mr. Manahan stated that if we wanted, it could be open on one weekend a month. City Hall is looking for feedback from this Board. Chair Collin suggested that if people wanted to do direct sales, they could come and talk to the Downtown Board to be sure that what was sold was appropriate. The discussion was tabled until next month.

5. Project Updates –

- a) 2018 events, including Last Night** – The Mayor's photo contest received \$3500 from two sponsors, Ben and Jerry's and Bordeau Brothers. The proceeds are going to SACA and the Downtown fund. Member Richard asked if the Mayor was sponsoring this. Mr. Manahan stated that the Mayor has a committee that is taking care of the details. July 12th will be the first round of voting at City Hall. Kingman street classic will be on Kingman and Center Street. Concert in the Park starts tomorrow. There will be multiple food vendors. Last Night has met at the 14th Star Brewery. They are creating meeting committees for logistics, button sales and a snowman building competition. There have been many ideas including a snowball fight; have some sort of music; face painting; maybe a stand-up comedian; chocolate, cheese and beer tasting and possibly resolution lanterns or flame. Everything will end at 8:00 before the gala in City Hall. The thought process behind businesses participating is that any group can join but if there are button sales, each vendor who participates needs to give a discount to anyone who buys a button. Vendors - I can set this up, you advertise it. Member Brown suggested that the buttons could be part of a raincheck scenario where if you bring it back, you will get a discount. It might be difficult to have vendors give discounts during the holidays.
- b) City Hall Auditorium improvement grants.** -. Mr. Sawyer stated that SAFF now has the full \$15,000 National Life/VCF grant for City Hall. The City is waiting to hear back from the State Cultural Facilities grant before they start deciding what is going to be done. Hopefully there will be another \$20,000 coming.
- c) Around Our Town calendar** – They have meeting coming up with the rec department to discuss joining the calendar. Rise VT is also interested. Vice-Chair Johnson stated that they are at the point of simply asking the organizations who is your rep and where is your check. Chair Collin asked what the timeframe would be. Vice-Chair Johnson stated that it should be ready to go by the fall.
- d) Social Media** – Member Sink was not present. Chair Collin had update from Member Sink. Member Sink sent a note stating that she would like to host a photo or video contest on Facebook. The Board decided that they cannot do a photo contest as it might interfere with the Mayor's photo contest. Mr. Sawyer stated that it would be better to focus on videos and maybe have a categories. It was suggested that the contest run it in January or February when things are slow. Member Brown suggested that, depending on when the contest occurred, a family pass for Last Night could be a prize or tickets to the FOT gala.

- e) OPEN flag project – The summer flags have not been received. The vendor has not been producing them. There have been unforeseen delays.
- f) Main Street Paving – Mr. Sawyer stated that there will still be random roadwork here and there until top coat goes on. Hoyt Street going north will be done tonight. He was not sure when the top coat would be going on but it will be night work.
- g) Federal – Catherine Street Project – No update
- h) Downtown Wi-Fi – The City had a meeting with Symquest and is waiting for their proposals.
- i) Storefront accessibility survey – No action

6. Committee Reports –

- a) **Community Arts** – SACA has put together a mission statement; is updating memberships and put a poll on Facebook to get ideas for movies without much success. Vice-Chair Johnson met with Zach about SACA as he wanted a domain that is separate from our site.
- b) **Merchants / Promotions** – Member still trying to get a source for old milk cans. Co-op was going to put it out to their memberships. Emailed about painting a cow and putting it in front of City Hall. Posters coming out for sidewalk sale.
- c) **Organization** – No update

7. Other Business

- a. **Approval of Minutes** – Member Howard made a motion to accept the minutes of May 15, 2018 as presented. Member Blouin seconded the motion, and there was no discussion. Motion passed unanimously.
- b. **Other** – None

8. Public Comment – None

9. Adjourn – Member Holcomb made a motion to adjourn. Member Howard seconded the motion. It passed unanimously at 7:05.