

Meeting Minutes
Meeting of the St. Albans City Downtown Board
& Board of Directors of St. Albans for the Future
6:00 PM Tuesday July 16, 2019
St. Albans City Hall, 100 No. Main Street

Approved September 17, 2019

Board Members Present: Maureen Brown, Chair; Erik Johnson, Vice-Chair; Emily Richards; Rachael Sink; Laz Scangas; Donna Howard

Board Members Absent: Amanda Liese; Elizabeth Reed; Valdemar Garibay; David Glidden

Staff Members Present – Wendy Coy, Minute Taker; Marty Manahan, Chip Sawyer

Public Present – Armand Messier

1. Call to Order.

- a) Chip Sawyer, Wendy Coy, Maureen Brown, and Laz Scangas met on Kingman Street at 5:15 PM to discuss the streetscape project. However, a quorum of the Downtown Board was not present.
- b) **Chair Brown opened the board meeting at City Hall at 6:00 PM.**
- c) **Additions or Deletions to the Agenda** – None

2. Presentation by Northern Vermont Aerial Photography – Armand Messier was present as the business owner. He reviewed his qualifications and licensing as well as the services he provides. Mr. Sawyer asked about the licensing of the photographs. Mr. Messier offered to share his collection of photos with the Board so that they could review the photos and express what pictures they would be interested in purchasing. He showed the Board different pictures that he had taken. Member Sink asked how the Board would get Mr. Messier to certain events. Mr. Messier stated that if the Board paid for his time, all the photos would be theirs. He attends many events anyway so the Board might want to just choose specific photos. Member Richards asked about the pictures that the City had already purchased and if they could be used for the holiday raffle posters. Chair Brown asked if the City could raffle the pictures. Mr. Sawyer stated that they could look into that.

3. Board Candidates –

- a) **Discussion with candidates** – The candidates were not able to attend.
- b) **Recommendation to City Council** – Mr. Sawyer read the recommendation that he prepared for the Board. Chair Brown asked if Member Liese becoming an alternate would open up another full seat. Sawyer answered yes. **Member Scangas made a motion to nominate Ashley Cleare for the Board. Vice-Chair Johnson seconded the motion. It passed unanimously.**
Member Howard made a motion to recommend moving Member Liese to an alternate position. Member Sink seconded the motion. It passed unanimously. The Board wanted to meet Paul Martin next month.

4. **SAFF Financial Report** – Mr. Sawyer stated that since FY17 SAFF has been slowly losing money. There have been discussions to have City Hall take over the Storefront Accessibility survey. The social media services were approved for three months and the three months are up. **Member Howard made a motion to approve the SAFF Financial Report. Member Richards seconded the motion. It passed unanimously.**
 - a) **Discuss use of SACA funds for City Hall Renovations** – The \$15,000 grant total will be coming out in the next couple of months. SACA has pledged \$7000 to the City Hall Auditorium improvements. The Board has to approve it. **Member Howard made a motion to approve the \$7,000 from the Arts funding line for the City Hall Auditorium Improvement fund. Vice-Chair Johnson seconded the motion. It passed unanimously.**
 - b) **Discuss disbursement of Mayor’s Photo Competition Funds** – This discussion as tabled.

5. **Project Updates** –
 - a) **City Hall Auditorium Improvements** – Mr. Sawyer reviewed the electrician is working now. Windows and shades will be installed on July 29th.
 - b) **Creative Economy Liaison** – Ms. Gamache was not in attendance.
 - c) **Upcoming 2019 events** – Sunflower Festival event is approaching. The Klassic car show is on Saturday. The sidewalk sale seemed to go well.
 - d) **Downtown Website** – Vice-Chair Johnson has a staging site set up. They have found a couple of sites that they would like to model.
 - e) **Social Media** – Member Sink stated that they had over 100 new likes in the last quarter. The announcement of the Summer Concert series seemed to bring a lot of notice. Facebook is still the greatest referral traffic. It leads them to the Downtown website. St. Albans is now on the first page of Google when searched as opposed to the fortieth page which is where it started. She reviewed the most engaging posts of Q2. She has been using specific hashtags which gets people more engaged. She is still looking for businesses for the Spotlight Business section. Jeff’s Seafood is up now. Wellness Massage is next. A business is needed for September and October. Mr. Sawyer asked the Board if they wanted to continue the Social Media services. It is an important service but it is not bringing in the fundraising money. Member Richards stated that they don’t want to deplete all of the unencumbered funds before the busy season. Member Scangas asked if the merchants could contribute to the social media. Vice-Chair asked if FoT would be willing to contribute to social media as part of the advertising budget. The Board discussed the makeup of the Festival of Trees committee and different ideas for fund raising. Member Sink suggested the FoT committee meet with the Merchant’s committee next month. Member Richards stated that the social media needed to continue and the Board needed to figure out how to continue the service. Mr. Sawyer stated that there needs to be a conversation about what the Board needs and what is sustainable. The question is what does the Board want to be doing and what needs to be done to fund it. **Member Scangas made a motion that the Board would pay for one more month out of unencumbered and then at least one month each out of the other funding lines and events, pending their input. Vice-Chair Johnson seconded the motion. It passed with Member Sink abstaining.**

- f) **Kingman Street project** – Chip Sawyer summarized the site visit held before the meeting as well as the plans shown to the Board.
- 6. Committee Reports –**
- a) **Community Arts** – Make Music Day was a great success. Maker Fair was very small but people are asking when the next one will be. Panels are painted purple. Sunflowers are going up. Festival of Trees planning is underway.
 - b) **Merchants** – Meeting was comprised of the goings on downtown. Next meeting will be Wednesday August 7th at 9:00 am.
 - c) **Promotions** – Committee is meeting tomorrow at noon at the Catalyst.
 - d) **Organization** – None
- 7. Other Business**
- a) **Approval of June 18, 2019 Meeting Minutes – Member Scangas made a motion to accept as presented. Vice-Chair Johnson seconded the motion. It passed unanimously.**
 - b) **Other** – None
- 8. Public Comment** – None
- 9. Adjourn** – Member Scangas made a motion to adjourn at 7:30. Vice-Chair Johnson seconded the motion. It passed unanimously.