

**MEETING MINUTES**  
**ST. ALBANS CITY DOWNTOWN BOARD**  
**& BOARD OF DIRECTORS OF ST. ALBANS FOR THE FUTURE**  
**6:00 PM TUESDAY JULY 28, 2020**  
**VIA REMOTE CONNECTION**

*Approved August 25, 2020*

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

**Board Members Absent:** Jeremy Read; Rachael Sink; Valdemar Garibay; Keith Longmore; Ben Letourneau

**Public Present:** Evan Forward

**Staff Members Present –** Wendy Coy, Minute Taker; Chip Sawyer, Director of Planning & Development

- 1. Call to Order – Chair Brown called the meeting to order at 6:03 PM.**
  - a) Attendance and introductions –** Evan Forward, Burlington Resident
  
- 2. Additions or Deletions to the Agenda –**
  - a)** Member Howard stated that she was late due to the new principal of BFA stopping by the store. He would like to be invited to the next Downtown Board meeting and to foster a better relationship between the school and Downtown.
  - b)** Per Mr. Sawyer, the State of Vermont has signed a contract with NIFT. NIFT is a gift card that would be based on the interests of the person receiving it. Mr. Sawyer stated that every business Downtown should sign up for it.
  - c)** There will be some grants coming up for regional / buy local. The money would need to be spent by the end of November.
  
- 3. SAFF Financial Report –** Mr. Sawyer reviewed the financial report. He confirmed that the \$500.00 spent on the Seven Days ad was to come out of the Merchants Committee. Member Glidden asked why the Square site for FoT was so expensive. Vice Chair Johnson stated that he would look into it and talk to Member Howard about it.
  
- 4. Activities and programs before/after COVID-19 –** Mr. Sawyer showed the welcome ad that they have put together for Seven Days. Chair Brown commented that the ads look great. The Marketing Committee talked about marketing the in-state and out-of-state. Three will be in the Stay Tripper and one in Seven Days. Member Reed stated that the signage around Mimmo's is very prominent. She suggested that the Downtown Board try to show support to other merchants downtown. Mr. Sawyer stated that they were giving leeway on temporary signs but they would have to come down next year.
  
- 5. Project Updates –**

- a) **FoT / Last Night** –
- a. **FOT** - Vice-Chair Johnson stated that they downgraded the Square from a business account to a standard account so there will be a refund credited to the card. Member Howard stated that they are still looking at putting trees up around the City. Some of the dance studios were looking at making a video. Member Cleare asked if trees would be placed in front of the businesses and, if they were, there should be a map of all of them. Member Richards stated that there could be a tie in to the Downtown raffle; if someone visits all the trees then they get an extra entry into the raffle.
  - b. **Last Night** - Vice-Chair Johnson stated that there has been a discussion of a Last Night Lite this year. Member Reed told the Board that Andrea has stepped down completely and that the Downtown Board would be taking it over. She would like to see advertising for the businesses that will be open. She stated that she had no problems heading the committee and Vice-Chair Johnson said that he would participate on the committee. Member Glidden spoke up and volunteered to be on the email chain with, depending on schedule, a more active role later. Chair Brown stated that this might belong to the Marketing Committee as there would be very little planning of actual events this year. Mr. Sawyer mentioned that the businesses would need to be able to change what they are doing as the event gets closer
- b) **Downtown Dollars** – Vice-Chair Johnson asked how the program got its initial funding. Mr. Sawyer stated that the initial cost was \$500.00 and the City paid it. The rest is generated by the cards. Member Cleare mentioned that she had 6 or 7 of them at the store and was simply waiting until she had more to turn in. Chair Brown asked if the Downtown Dollars was being promoted. Mr. Sawyer told the Board that there hasn't been any promotion. The second phase of the program has not been thought through yet. Chair Brown stated that some money should be used to promote the Downtown Dollars. Mr. Sawyer said that the money in Downtown Dollars had to stay there as it was just a pass through.
- c) **Recent Public Art activities** – The electrical boxes have been painted. There are art walls in Houghton Park. The Parks Committee has had discussions about where to put other art boards. Ideas have included Taylor Park, grass lot at Food City and Church Street.
- d) **Social Media/Website** – Mr. Sawyer shared a memo that gave an outline for an RFP for Social Media Services Downtown. The model discussed was a hybrid model where staff and volunteers help by sharing items as well as a Social Media professional. He reviewed the items that they would include in the RFP. Mr. Sawyer asked for everyone's input. There were no objections so he is moving forward with the RFP.
- e) **Mayor's Photo Contest** – Voting ended today. There have been a lot of submissions. There will be a video with the Mayor for the reveal of the winner. They got a reasonable quote for calendars with the photo submissions. They are also working on the postcards. The submissions will be auctioned off after the reveal.
- f) **Downtown St. Albans Bingo** – Vice-Chair Johnson reviewed the bingo card. It will start in August. Member Reed stated that she really liked the card and the design. Member

Howard asked if there would be a poster outside of City Hall. Mr. Sawyer stated that there wasn't a poster yet.

- g) Welcome Stickers** – Mr. Sawyer showed the Board the draft welcome stickers. Member Howard suggested adding welcome in Abenaki. Mr. thought that was a good idea and he would look at the local census and see what languages/cultures were prominent in our community. There was a discussion as what size the sticker should be. 6x6 was put forward. There was agreement that it couldn't be too large or the businesses wouldn't put them up.
- 6. Other Business**
- a) Approval of June 16, 2020 Meeting Minutes** – Member Howard made a motion to approve the minutes as presented. Member Reed seconded the motion. It passed unanimously.
  - b) Next Meeting Date** – August 25, 2020
  - c) Other** – None
- 7. Public Comment** – Mr. Forward stated that he would like to help get the local delivery network up and going. He gave his email if anybody wanted to contact him.
- 8. Adjourn** – Member Glidden made a motion to adjourn at 7:05 PM. Secretary Treasurer Reed seconded the motion. It passed unanimously.