

Meeting Minutes
Meeting of the St. Albans City Downtown Board
& Board of Directors of St. Albans for the Future
6:00 PM Tuesday September 22, 2020
Via Remote Connection

Approved October 27, 2020

Board Members Present: Maureen Brown, Chair; Erik Johnson, Vice-Chair; David Glidden; Jeremy Read; Donna Howard; Emily Richards; Ashley Cleare; Rachael Sink

Board Members Absent: Ben Letourneau; Elizabeth Reed, Secretary Treasurer; Valdemar Garibay; Keith Longmore

Public Present: Patricia Woodward, Rotary Club of St. Albans; Karyn Rocheleau, Rotary Club of St. Albans; Brittany Carter.

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

1. **Begin Recording**
2. **Call to Order – Chair Brown called the meeting to order at 6:00.**
 - a) **Attendance and introductions** – The members of the Rotary Club introduced themselves to the Board.
 - b) **Additions or Deletions to the Agenda** – None
3. **SAFF Financial Report** – Mr. Sawyer reviewed the financial report.
4. **Strategies for upcoming events**
 - a) **Halloween, BINGO, Holiday Raffle, FoT, Last Night** –
 - **Halloween** - Chair Brown related the various ideas and discussions around Halloween. Ms. Woodward and Ms. Rocheleau from the Rotary Club in St. Albans joined them. Mr. Sawyer told the Board that the state guidelines were 1 person per 100 sq ft, total, or a maximum of 150 customers, not including staff/volunteers. There needs to be 6 ft apart between pods, families etc. The Board discussed setting spooky Saturday up in Taylor Park. An interior space would be used with attendees going through in one direction. Signups / tickets could be issued so that people would come in waves and not one bunch at the beginning. There was an idea of having different stations throughout the park that each group can visit. Ms. Rocheleau has connections with the high school and would contact them about having students volunteer as part of their community service requirements. The St. Albans Museum showed an interest in doing a presentation. The gazebo could be used as a stage. Pumpkin carving was an idea. Member Howard stated that they had originally dropped that part of Spooky Saturday due to lack of interest. Ms. Rocheleau suggested giving

pumpkins to local businesses and schools to be carved. Spooky Saturday would start earlier so that younger kids go through at that time. There was also discussion of different lights for the fountain and decorations. Due to the cancellation of Downtown trick or treating, business could set up tables in the park as trunk or treat stations. The Downtown Board will meet in the Taylor Park at 5:30 on October to do a walkthrough.

- BINGO –Another card will be released around October 1st. The board will be a little easier with more purchasing activities. The Board discussed different ideas for squares.
- Holiday Raffle – The raffle will start on Small Business Saturday and run through January 2nd, a total of 36 days. The Board discussed how to integrate Downtown Dollars into the raffle as well as how to get other businesses such as lawyers and insurance companies involved. There was a discussion on how to do online entries. As The Crow Flies volunteered to be the pickup spot for prizes.
- FoT – The committee is still waiting for a meeting sate. The idea is still that the trees would be located in the various businesses. Member Howard asked if trees could go in the new commercial space Downtown as it isn't likely to be occupied by Christmas. Mr. Sawyer stated he would check into that. Mr. Sawyer asked if there would be a live stream any performances. Member Howard didn't think any group would have a performance ready in time
- Last Night – Ideas are still brewing

5. Conflicts of interest motions for Board members to be compensated – Vice-Chair Johnson made a motion to approve payment of Emily Richards for the purpose of the 2020 Holiday Raffle and concluding that the material facts of the transaction and Richards' interest are known to the Board, and the Directors reasonably believe that the transaction is fair to the corporation. Member Sink seconded the motion. It passed with all in favor, except one abstention by Member Richards.

6. Discuss events/programs/committees –

a) COVID recovery activities –

- I. Technical Assistance** – Mr. Sawyer stated that there is a program to help local businesses with technical expertise to expand the technical side of their business. The business can look up Restart VT or contact the FDIC or Regional Planning Commission.
- II. State Grant** – The State grant was approved and has funded the new batch of Downtown Dollar at a 50/50 match. 500 cards will be distributed to essential workers. There needs to be an online portal that links to SAFF's paypal. There needs to be an ability for the businesses to purchase 500 at 50/50 and then 500 at full price. Vice-Chair Johnson stated that he would work on that. The City should be able to put \$15,000 of Downtown Dollars into the field in time for the holidays. There was a discussion about trying to find a sponsor for the next batch of Downtown Dollars

- b) **Social Media / Website** – The RFP has gone out. The City is getting a lot of interest from firms outside of VT with questions on how large the budget is for this. Mr. Sawyer should have something for the Board to review at the October meeting.
- c) **Mayor’s Photo Contest** - Pictures are still in the park. The online auction will end on October 12th. Some reminders will be sent out about the auction. So far there have been \$312.00 in bids. Ends on the 12th of October.
- d) **Welcome Decals** – Mr. Sawyer is still working on design ideas. There needs to be a public responses to all of the white nationalism stickers and posters that are going up. Time to start fighting fire with fire and put up something that is welcoming to counteract all of the unwelcoming posts.
- e) **Downtown Dollars** – See the State Grant
- f) **Recent Public Art activities** – Member Howard report that there had been little to no activity.
- g) **Other**– Merchants are looking for more information on the open flags

7. Other Business

- a) **Approval of August 25, 2020 Meeting Minutes** – Member Howard made a motion to approve the minutes as presented. Member Glidden seconded the motion. It passed with all in favor, except one abstention by Member Richards.
- b) **Next Meeting Date – October 27, 2020** Mr. Sawyer discussed having the capacity to meet in the council chamber. The City is allowed seven people in person. The Board agreed to keep meeting by Zoom.
- c) **Other** – None.

8. Public Comment – None.

9. Adjourn – Member Howard made a motion to adjourn at 7:56 PM. Member Glidden seconded the motion. It passed unanimously.