

Meeting Minutes
Meeting of the St. Albans City Downtown Board
& Board of Directors of St. Albans for the Future
6:00 PM Tuesday October 27, 2020
Via Remote Connection

Approved November 24, 2020

Board Members Present: Maureen Brown, Chair; Erik Johnson, Vice-Chair; David Glidden; Jeremy Read; Emily Richards; Ashley Cleare; Elizabeth Reed, Secretary Treasurer

Board Members Absent: Ben Letourneau; Valdemar Garibay; Keith Longmore; Rachael Sink; Donna Howard;

Public Present: None.

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 6:00.**
 - a) **Attendance and introductions** – None
 - b) **Additions or Deletions to the Agenda** – None

2. **SAFF Financial Report** – Mr. Sawyer reviewed the financial report. VT Recovery Grant is being used to fund the Downtown Dollars.

3. **Strategies for upcoming events**
 - a) **Halloween, BINGO, Holiday Raffle, FoT, Last Night** –
 - **Halloween** –Spooky Saturday went really well. There is hope that this can continue. There was a complaint or two about the monument being used. Warren, who is a veteran, has told Mr. Sawyer that it can be used. Chair Brown asked if the winners has been chosen yet. Vice-Chair is waiting for a few more votes then he will announce them.
 - **BINGO** – The new Bingo cards are out. This round ends on November 22nd. There will continue to be Facebook posts and posters to raise awareness of the program.
 - **Holiday Raffle** – Member Richards created a sponsorship letter. Eloquent Page is sponsoring the whole raffle event which waives the \$50.00 fee for businesses. Some businesses that have never participated are now participating. People’s Trust will be sending a check for \$500. It will be used to buy prizes. Chair Brown has donated a hotel gift certificate. 22 businesses responded to the emails and are going to participate. Member Richards is still waiting to hear from some and she will start making in person visits to encourage participation.
 - **FoT** – Trees will be displayed downtown with one auctioned off to charity.

- **Last Night** – Secretary Treasurer Reed has been in touch with Northwest Television to do a two hour pre-recorded event. It will have local comedy acts and musicians. There will be a couple of in person paint and sips.

4. Discuss events/programs/committees –

- a) **COVID recovery activities** – There are still some resources available for businesses.
- b) **Social Media / Website** – Mr. Sawyer received a dozen responses to the social media RFP. Half of the responses are Vermont firms and the other half are international firms. He is going to say thank you to anyone who isn't in Vermont. He will set up zoom interviews and bring the recommendations to the next meeting.
- c) **Mayor's Photo Contest** - Vice-Chair Johnson stated that the auction didn't go so well. Next year they would like to put a \$50.00 minimum on the auction. They are working on tracing down the last three payments.
- d) **Welcome Decals** – The Board reviewed the different templates that Mr. Sawyer had sent to the Board. There is another group in St. Albans who is doing an inclusiveness message that is mostly larger ads and social media statements. Member Richards thought that both statements would be stronger if they were coordinated. Mr. Sawyer is going to see if the Downtown Board can use some of the other group's imagery on the Downtown welcome message to coordinate the efforts.
- e) **Downtown Dollars** – There has been a long delay in getting new dollars that have a new expiration date and tracking information. Hopefully will be here before the holidays
- f) **Recent Public Art activities** – No update.
- g) **Other**– None.

5. Other Business

- a) **Board Terms Expiring** – Chair Brown and Members Howard and Sink have terms expiring at the end of this year. Mr. Sawyer has sent out emails asking if they would like to renew their terms.
- b) **Approval of September 22, 2020 Meeting Minutes** – **Member Richards made a motion to approve the minutes as presented. Vice-Chair Johnson seconded the motion. It passed unanimously.**
- c) **Next Meeting Date – November 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 but will discuss in person meeting after the November meeting.
- d) **Other** – None.

6. Public Comment – None.

7. Adjourn – **Member Glidden made a motion to adjourn at 6:35 PM. Member Richards seconded the motion. It passed unanimously.**