

**MEETING OF THE ST. ALBANS CITY DOWNTOWN BOARD &
BOARD OF DIRECTORS OF ST. ALBANS FOR THE FUTURE
6:00 PM, TUESDAY, OCTOBER 17, 2017
ST. ALBANS CITY HALL, 100 NO. MAIN ST.**

Approved November 21, 2017

Board Members present: Katy Collin (Chair), Emily Richards, Erik Johnson, Laz Scangas, Rachael Sink, Maureen Brown, Jeff Young.

Board Members Absent: Jes Stumpf, Sharon Holcomb, Mike Blouin.

Staff Members Present: Chip Sawyer, Director of Planning & Development; Marty Manahan, Director of Operations and Business Development.

Public Present: Unnamed student observer.

1. **Call to Order – Chair K.Collin called the meeting to order at 6:05 PM.**
 - a. Additions or Deletions to Agenda
There were none.
2. SAFF Financial Report
C.Sawyer delivered the report. There were no questions.
3. Review of storefront accessibility inventory and next steps
L.Scangas reviewed the inventory sheets and store fronts inventories thus far. It was decided to do a training for Board members at the next meeting and attempt to assign storefronts.
4. Events Calendar update
E.Johnson presented logo options and presented more information on the calendar website's branding strategy.

Motion by J.Young to approve the concept of logo #3 and direct E.Johnson to present iterations to be approved over email and then present to the City Council. Seconded by L.Scangas and approved with all in favor.

5. Discuss social media marketing strategy
E.Richards and R.Sink presented a scope of work for social media marketing for Downtown. After extensive discussion, the general consensus was to start by focusing on the current Downtown website and Facebook page. Then there was discussion on who should do the work.

Motion by L.Scangas to request a proposal from R.Sink for her services for social media marketing, to be considered at the next meeting. Seconded by J.Young and approved with all in favor.

6. Discuss SAFF/Downtown logo
C.Sawyer reminded the Board that SAFF currently did not have its own logo, and that the logo typically used was the SAINT ALBANS DOWNTOWN logo.
7. Discuss board appointment process
The Organization Cmte. will meet for a portion of the next Board meeting to interview candidates and make a recommendation to the City Council.
8. Project Updates
M.Manahan gave an update on the City sidewalk project, which is winding down.

When asked, C.Sawyer stated that the City expected grant funds to pave the rest of Federal St. next year. The State is also planned to repave all of Main St. next year.

C.Sawyer gave an update on the Catherine/Federal St. Project, which is planned for completion in November.

C.Sawyer gave a brief review of the draft Taylor Park Master Plan. There were questions and comments. Most notably, there was little support for the proposed splash pad.
9. Committee Reports
 - a. Community Arts – C.Sawyer gave a brief summary of what he know of planning for the Festival of Trees.
 - b. Design – Nothing further than the storefront inventory at this time.
 - c. Economic Restructuring – No Report.
 - d. Merchants / Promotion – Planning for Holiday advertising, a standard OPEN flag, and Small Business Saturday.
 - e. Organization – No Report.
10. Other Business
 - a. Approval of Minutes

Motion by E.Johnson to approve the minutes of September 19, 2017 with clarifications to the motion to accept the financial report and to M.Manahan’s report on façade grants and historic tax credits. Seconded by E.Richards and approved with all in favor.
 - b. Other

J.Young asked about the new trees on Lake St. and recommended frequent watering.

11. Public Comment
None.

12. Adjourn

Chair K.Collin adjourned the meeting at 7:41 PM.