

MEETING MINUTES
ST. ALBANS CITY DOWNTOWN BOARD
TUESDAY, JUNE 19, 2012
5:30 PM
ST. ALBANS CITY HALL
100 NORTH MAIN STREET
APPROVED: JULY 17, 2012

Board Members Present:

Elizabeth Gamache (Chair), Jeff Bean, Mike Blouin, Dominic Cloud (non-voting), Katy Collin, Tim Hawkins, Sandy Mayotte, Mike McCarthy, Jim Walsh, Jeff Young.

Board Members Absent:

Peter Ford, John Holzscheiter, Laz Scangas.

Public Present: Deanna Huggens (spelling unsure).

Staff Present: Chip Sawyer

1. Call to Order

The Meeting was called to order by Chairperson Elizabeth Gamache at 5:30 PM.

2. Downtown Manager Update

Chip Sawyer gave an update on the status of the Downtown Manager and hiring plans for the position. The following suggestions and comments were made:

- Mike McCarthy stated that it may be wise to have “detractors” of the Downtown Program/Manager be active in the new hiring process.
- Mike Blouin suggested that a subcommittee of the Downtown Board could provide input, with the final decision made by the City.
- Dominic Cloud suggested that there can be challenges to getting all constituents to engage in a process like this.
- Jeff Bean stated that a consistent grading system could help in a situation where different representatives attend different interviews. A concern shared by Sandy Mayotte.
- Liz Gamache asked that Board members interested in sitting in on interviews contact her.
- Sandy Mayotte suggested a merchant social for the finalist(s).

No motions were made.

3. Update on financial status of St. Albans for the Future

Treasurer Sandy Mayotte reported that there was \$11,828 in the SAFF account, with \$4,000 encumbered for the Downtown website by a previous Board vote.

Motion by Jim Walsh to accept the Treasurer’s Report. Seconded by Mike McCarthy and passed unanimously.

4. Branding Team: City/Downtown logo proposal – D&V

Chip Sawyer reported on the recommendation of the Logo/Branding Committee that the Downtown Board approve and recommend the leaf mark, text, and font style to the City Council with a request from Place Creative Co. for further color and leaf sizing options.

Motion by Sandy Mayotte to approve the above recommendation. Seconded by Jeff Young and passed unanimously.

5. Promotion Committee Proposal for SAFF Funds for Event Advertisement – D&V

Chip Sawyer reported on a request to set aside \$500 in SAFF funds, to support no more than a 1/3 of the advertising costs of the July Sidewalk Sale and to fund the Committee’s event survey/planning effort.

Liz Gamache stated the need for a comprehensive appropriation strategy for SAFF. She asked the Organization Committee to develop a draft appropriation process and a timeline for the process to be determined and adopted.

Motion by Jim Walsh to approve the above request. Seconded by Mike Blouin and passed unanimously.

6. Committee Updates
 - a. Design - Discussion of the Façade Program and the need for future rounds of the program, with some adjustment necessary.
 - b. Promotion – Discussion of the event survey/planning process and the need for a Downtown Events Calendar.
 - c. Economic Restructuring – Discussion of the return on investment of the Maple Festival for Downtown and how that discussion should be developed. Discussed the need to establish recruiting goals by desired business type. Update on business recruiting and retention ideas list, Downtown website development and Streetscape communications.
 - d. Organization – Discussion on a Board Appointment Policy being developed and when the next Committee meeting would be (6/27 at 7:30pm).
7. Project Updates
 - a. Downtown Program Assessment – Chip Sawyer reported that Leanne Tingay, VT Downtown Program Coordinator, would be present at the next Board meeting.
 - b. Streetscape
 - i. Downtown Board representative for Construction Inspection RFQ review – D&V – Jeff Young volunteered to represent the Downtown Board in the Construction Inspection RFQ review process.

Motion by Mike McCarthy to appoint Jeff Young to represent the Downtown Board in the Construction Inspection RFQ review process. Seconded by Jim Walsh and passed unanimously.

- c. Downtown Website – General discussion.
 - d. Façade Program Grants – It was suggested that perhaps the competitive grant concept doesn't match the goals of this program. Should the money be directed by the Downtown Manager or City Manager?
The discussion expanded to general design concerns. Tim Hawkins suggested that there be a requirement for construction projects to cover their façade in order to limit a blight effect. Also mentioned that there is not enough review of utility pole locations.
Mike McCarthy discussed the case for Downtown having to comply with more stringent design, aesthetic and performance requirements than the rest of the City.
 - e. Tax Increment Financing project - General discussion.
8. Approval of Minutes – D&V
- No minutes were available to approve.
9. Other Business
- Jeff Young gave an update on the Taylor Park fountain, the flagpole project behind the Civil War Memorial, and the central flower bed. He asked that a thank you letter be drafted to the Master Gardeners.
- Jeff Bean mentioned the June 9 Walk & Bike event. He also expressed concern about the lack of restrooms or directions to restrooms at this event or during the Farmers Market and other events.
10. Public Comment
- Deanna Huggens mentioned that she had an unrelated safety concern that she would bring to a different venue. She enjoyed the meeting and may return.
11. Adjourn
- Motion by Mike McCarthy to Adjourn at 6:45 PM. Seconded by Jim Walsh and passed unanimously.**