



Board Meeting Notes

August 17, 2021 | 8AM

Present: Nikki Hindman, Eddie Ryan, Shannon Poole, Tammy Landon, Jen Usher, Janelle Howard, Tiffany Walker, Michael Talbott, Katy Munger, Ray Lamoria

Absent: Rebecca Langer, Jessi Travers-Moulton, John Zawitoski, Stephen Montanez, Eileen Coughlin

Meeting called to order at **8:03am**.

Approval of the June and July board meeting minutes:

- Motion: Katy Munger
- Second: Tammy Landon

Review of the July Treasurer's reports:

- Motion: Janelle Howard
- Second: Katy Munger

Committee Reports

Streetscape: Nikki

- Green Screen Graphics hung most of the new pole banners around downtown.
- Streetscape Coordinator Joe Sharps continues to sweep, weed, and pick up litter.
- New trash can inserts promoting the Downtown Rutland have been distributed, and Parade of Heroes/FNL trash can inserts will go out this week.
- We are planning to weed the sidewalks, paint the meter poles on Center Street and the Wales Street intersection, and repaint the crosswalks with the RRPC and volunteers from Castleton University on Saturday.
- DuBois and King held the second Center Street meeting for downtown business owners, property owners and city officials on August 9th. The next meeting to collect public input will be held at the Parade of Heroes on August 28th.

- We are awaiting approval Transportation Information Council to approve the pedestrian wayfinding signage. The list of outdoor attractions has been finalized for the back of Depot Park Kiosk, and Darwin Design will submit a final draft this week for approval. Wood & Wood's graphic designer is finalizing the front of the Depot Park kiosk featuring the full list of businesses and public art overview.

Marketing: Katye

- Nikki picked up items from the Vermont Welcome Center in Guilford and reserved the same case for next year.
- Nikki submitted a new spread for the Fall edition of the Rutland Magazine, and a billboard design for Friday Night Live to go up at the beginning of next month in New York.
- Nikki met with Karen from the Sun Community News about a new front page sticker promotion for events.
- Bent MediaWorks is set to start filming on Thursday, August 26th and Saturday, September 4th.
- Gary from Catamount Radio is putting together a package for us to advertise Friday Night Live.
- Nikki is designing a full page ad for the NYVT Media Fall Guide.
- We've continued to receive lots of great press lately, which has been added to the community news section of the website.

Events: Nikki

- Full-size Friday Night Lives will be held on September 10th and 24th. Nikki is actively reaching out to vendors and laying out the street.
- The downtown beer festival committee met for the first time last week with intentions to resurrect Hops on Top in a new capacity. We are looking at dates in June 2022 with Center Street Marketplace Park as the new location.
- The events committee met last week and proposed a Fall Sip and Shop date of Friday, October 22nd. We will start reaching out to breweries, distilleries and snack-makers to see if this is a doable date.
- Nikki is continuing to work with CEDRR, Come Alive Outside, Steve Costello, and Eric Mallette on the Parade of Heroes and Community Celebration on Saturday, August 28th. The event will start at noon with sidewalk sales, leading up to a parade for pandemic heroes at 4pm, an FNL-style concert featuring Enerjazz at 6pm, and fireworks at dark. The BOA approved the Merchants Row street closure and created a new map of the streets for the event.
- Nikki is also continuing to assist with planning for the Whoopie Pie Festival on Saturday, October 9th.
- Nikki is continuing to send out the events sponsorship package to potential sponsors. So far we have Heritage Family Credit Union, Stewart's Shops, Cape Air, and Clear Choice MD committed to sponsorships for FY22.

Business Development: John

- No new grant applications at this time

Executive Director Update: Nikki

- Keeping an eye on Covid updates as cases start to rise again in Rutland County.
- I conducted two interviews yesterday for the Marketing and Events position and will be making an offer after contacting references.
- Nikki will be attending the Vermont Downtown Directors Retreat next month.

New Business

- None

Old Business:

- None

Liaison updates

- Board of Aldermen
 - Had the forum for the money received for the
 - Board approached about retail cannabis within Rutland - going to committee to be put on ballot
 - Opioid settlements - Rutland getting a significant portion
 - Approved a new building inspector
 - Approved a balcony request
 - Tif district discussion
- Rutland Redevelopment Authority
 - VT Farmers Food Center received a grant to support kitchen and food storage
 - Brismor lot - food truck and community events where snow is stored in winter
 - Same sun solar array - intersection of 4&7
- Parking garage
 - New equipment will be coming that will be coming - more automatic and flexible
 - Laz doesn't offer security - seeing an increase in vandalism
 - Don't manage the transit center - seeing a decline in cleanliness. working with the city to clean it up and figure out security.

The meeting adjourned at 8:30am.

Next meeting: September 21, 2021