



August Board Meeting Minutes

August 15, 2023 | 8AM

In attendance: Tiffany Saltis, Brian Budrow, Tammy Landon, Casey McNeil, Tiffany Walker, Jessi Travers

Absent: Eddie Ryan, Katye Munger, Sunita Dholakia, Jadziah DeRosia, John Zawitowski, Kiana McClure, Eileen Coughlin

1. Meeting called to order at 8:07
2. No approval of the July board meeting minutes as there isn't a quorum
3. No review of the July treasurer's reports
4. New business
No new business
5. Old business
No old business
6. Liaison updates
 - a. Board of Aldermen
No update/not present
7. Committee reports
 - a. Business development
Tiffany and Brian will go through the receipts and Bryan will put them into the dropbox folder. Some are very straightforward. A handful of new businesses, and expansion (Speakeasy and Wonder Feet). Diamonds and More putting work into façade and upgrade. More business expansion. Andrea Bocchi social media setting up a workshop with merchants after hours on social media marketing. Might be mid-September. Free to merchants. She charges \$125/hour for client sessions.
 - b. Events
 - i. FNL—Very successful event. Two-hour window to set up is no longer sufficient. With the new street added, we need an additional hour for setup. We are struggling to get volunteers. With Brian phasing out, Tiffany will really struggle to get the next FNL off the ground. We need some more volunteers. GE, Casella, RYP, Chamber. Start a FNL committee with community members. Set up more pieces before the event. Signs, etc.
Creation of a fall event to replace the canceled FNL.
 - c. Streetscape
Castleton students are coming for an hour of working time. The projects are being scaled back. Ethan will spearhead the painting of the crosswalks. Weeding and cleaning will also be done.
Parks and Rec are doing a great job.
Center on Rural Innovation has put out some planters.



Come Alive Outside has some money leftover from a grant. They are allocating funds to wayfinding signs to encourage outdoor activity/walking times to places of interest.

Art project 4x4 pieces of plywood attached to the jersey barriers for art, and cleaned up space on Evelyn Street.

d. Marketing

It's all about FNL marketing right now!

8. Executive Director update

List of downtown businesses that have experienced flooding damage will be sent to the Alderman.

Interviewing people for Events position. One viable local candidate, some non-local candidates.