



August Board Meeting Minutes 8/20/2019, 8AM

Present: Michelle Delpha, Eddie Ryan, John Zawistoski, Jen Usher, Mike Gauthier, Steve Peters, Nikki Hindman, Betsy Franzoni, Tammy Landon, Janelle Howard, Bill Gillam

Absent: Rebecca Bounadonna, Shannon Poole, Jim Sabataseo, Katy Munger, Hilary McCoy

Guests: None

Meeting was called to order by president Michelle Delpha at 8:02 am.

A motion was made to approve the June and July meeting minutes by Betsy. Motion was seconded by Eddie. Motion passed.

Treasurer's Report:

Treasurer Eddie Ryan presented the June and July reports. A motion was made by John to approve the reports and was seconded by Betsy. Motion passed.

Committee Reports:

Streetscape: Steve

- Purchased new truck, a 2011 GMC Sierra
- Mural updates:
 - 150 West Street bricks fell from building and created a hole in Persi's mural
 - Oliver at Castleton University said he would look into it
 - Elephant mural was damaged and repaired
 - Kathryn Wieggers would like to add a lion and a tiger somewhere downtown, possibly on the corner of Cavalieri insurance.
- The bump outs are very overgrown and we've received complaints
 - Steve suggested that we may need to hire someone to weed them once a month or fill them in and put our red planters on it. Mike Gauthier is going to mention this back at the RRA, who worked out a plan with the Rec to have them take care of them this year.

Marketing: Nikki

- Met with VT Digger and running a free test campaign with Street Party creative.
- Met with VPR and offered a sponsorship package as a trade for underwriting in the Spring when we need extra marketing attention for Downtown
- Running ads for the Street Party in the Mountain Times + Rutland Reader, distributed new trash can inserts and posters.

- Updated the “Explore” page of the website to include The Escape Room, Rutland Free Library, Merchants Hall
- Radio ads are running on 101 the One and Catamount Radio.

Events: Nikki & Steve

- Street Party this weekend
 - 51 confirmed vendors, 30 merchants on Center Street + Merchants Row
 - Will have musicians and performers on streets as well as a cooling tent
- Friday Night Live went over smoothly with no hitches, highest attendance was guessed at 2,000 people on July 20th
 - Steve met with Eric to discuss next year’s series, he suggested increasing budget for 3 major headliners.
- Fall Sip + Shop will be Thursday, October 3rd
 - Sent out vendor and merchant invites last week.

Business Development: John Z

- Additional information from Pyramid was received - John suggested we approve the Pyramid Holistic Wellness Center Grant request for \$2,000.
 - John motioned, Tammy seconded. Motion passed.
- We’re still waiting to pay out True Yoga’s grant, Steve reminded Liz to supply requested materials for her project by September.
- “Strategies to Grow Your Business” business workshop is tomorrow 6pm at Triumph Barre. About 10 people are signed up.

Executive Director Update:

- Michelle, Brennan and Steve met with Gary Holloway from the state’s Downtown program for a 4-year check-in. It was a positive visit.
- Working with Brennan and Barbara at the RRA to send out an RFP for a market analysis of the downtown.
- Heather Turnbull (formerly of Pure Original) is interested in doing a pop-up shop for the holidays. Steve talked with her about some location options.

Old Business: None

New Business: None

RRA Update: Mike Gauthier

- Discussed new West Street bump outs - should be completed end of August
- New business initiative requests came in
- CSJ incubator space model potential was discussed
- No news on the Berwick hotel site

BOA Update: Bill Gillam

- Fair association added horse area to bring horse events back to Rutland

- Alderman Crowley passed away yesterday
- 3rd section of bike path was approved (West Street to Meadow Street)
- IHM school will be permanent shelter for the homeless
- BOA approved \$10,000 for the CSJ incubator project
- Crosswalks were discussed

Meeting adjourned at: 8:50. Next meeting is 9/17/19 at 8am.