



## **February Board Meeting Minutes | 2/18/2020 | 8AM**

**Present:** Jen Usher, Steve Peters, Bill Gillam, Hilary McCoy, John Zawistoski, Eddie Ryan, Shannon Poole, Tammy Landon, Nikki Hindman, Matt Merritt

**Absent:** Rebecca Bounadonna, Katy Munger, Janelle Howard, Betsy Franzoni

Meeting was called to order by President Shannon Poole at 8:05am.

**Motion to approve the January Board Meeting Minutes:** Motion was made by Tammy and seconded by Jen. Motion approved.

### **Treasurer's Report:**

Treasurer Eddie Ryan reviewed the February Treasurer's Report. Motion to approve was made by Hilary and seconded by Tammy. Motion approved.

### **Committee Reports:**

#### **Streetscape:** Steve

- Arthur will not be returning this year so we are looking for a new Streetscape Coordinator. Steve will have a job description for sharing. The position averages 10 hours per week, mainly April/May – October. There's great flexibility with this position.

#### **Marketing:** Nikki

- We lacked downtown winter photos, so we recently hired a photographer to come take a few pictures while it snowed.
- The Valentines to Rutland program with the Northwest & Northeast Primary Schools returned this month. Four classes of students went to 17 businesses to drop Valentines with messages about why they love Rutland.
- We have a display case at the Guilford Welcome Center filled with downtown winter related items for the month of February.
- We're thinking how to reorganize and optimize information on the website. We try to look through everything on the website about this time each year and make improvements.

#### **Events:** Nikki

- The spring Sip & Shop will be on Thursday April 16th, we have 10 confirmed vendors so far with the goal of 15 vendors and 15 stops. Our goal for attendance is 350-400.
- Winterfest is underway this week. The Story Walk went well on Center Street this past Saturday. Sledding is today. The ice bar and foosball is Thursday.
- We met with Eric Mallette about Friday Night Live plans. So far, Friday July 24th is set.
- We've set a date for the Street Party for August 29<sup>th</sup>.

- We have a photography workshop set for next week on Wed, February 26<sup>th</sup> with the photographer we used for last summer's events and the winter photos.

**Business Development: Steve**

- No new grant applications have come in and we are up to date on all of our previous grant payouts.
- We have plans for the next two months of workshops. March will be on hiring employees with a local HR consultant and the April workshop will be focused on Instagram best practices. CCV is kindly allowing us to use one of their classrooms.

**Executive Director Update: Steve**

- We are working on the Downtown Transportation Grant application with the RRA to apply for pedestrian wayfinding signage again this year. Focusing on the need to connect our many transportation assets (bus, train, cars, pedestrians) and how we need better signage to connect everything.
- We held a second community workshop last Thursday as the next part of the market study with Camoin 310. They presented preliminary findings and attendees worked in small groups to brainstorm ideas to improve downtown and achieve future goals for the district.
- Steve met with some of the other Vermont downtown directors and the Vermont Tourism Department on Friday to strategize how the state can better market downtowns and communicate with our organizations.
- Steve is organizing the Special Benefits District vote this year and working with Tara at the zoning department to update the list of properties and property owners.

**Old Business: None**

**New Business:**

- 101.5 WEXP, the new community radio station, started up at the Vermont Farmers Food Center and Jen is joining the board

**RRA Update: Matt Merritt**

- Jupiter Rising Bakery is still not open due to a delay with a permit.
- Still can't find an operator for the proposed hotel.
- The BIAP program is up for review.
- Reviewed downtown master plan.
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**BOA Update: Bill Gillam**

- The city lawsuit is settled and the bond can proceed.
- The BOA approved a preferred site for a solar farm on West Street.
- Rec community center lease will expire soon and the BOA is negotiating purchasing the center at the former CSJ site.

**The meeting adjourned at 8:43am. Next meeting is 3/18/20 at 8am.**