



October Board Meeting Minutes | 11/19/2019, 8AM

Present: Jen Usher, Steve Peters, Nikki Hindman, Betsy Franzoni, Bill Gillam, Jim Sabataso, Hilary McCoy, Rebecca Bounadonna, John Zawistoski, Janelle Howard, Tammy Landon, Matt Merritt

Absent: Eddie Ryan, Katye Munger, Shannon Poole, Michelle Delpha

Guests: Paige Cararra from Blush Salon

Meeting was called to order by secretary John Zawistoski at 8:01 am.

Motion to approve the October Board Meeting Minutes: Jim. Second: Jen. Motion approved.

Treasurer's Report:

Treasurer Eddie Ryan was absent and therefore did not read the October Treasurer's Report.

Committee Reports:

Streetscape:

- Holiday decorations are going up. We still need to replace lights on snowflakes before they are hung.
- Jess, our former Streetscape Coordinator, has been helping us with graffiti removal.
- Garden Club went around and put greens in the boxes.

Marketing: Nikki

- We're in the process of changing out posters in the Vermont Welcome Centers to reflect new brand standards.
- We ordered 450 reusable bags with the Downtown Rutland logo. We plan to resell the bags during the Holiday Stroll at \$8/each to recoup costs and give the rest away to people with vouchers.
- We're printing new trash can inserts with a focus on shopping small for the holiday season.
- We passed on advertising with Killington TV this season to divert funds for a new downtown commercial.
- We will be decorating the Mead Building next week with holiday-themed decorations.

Events: Nikki & Steve

- The Holiday Stroll and Tree Lighting is fast approaching on Saturday, November 30th.
 - We will be in the Mead Building from 10am to 1pm with maps and schedules and branded bags available for purchase.

- 101 the one will host a 3 hour live remote and visit 7 downtown businesses.
- We're also advertising with the Herald, Mountain Times, Facebook, Instagram and Catamount Radio. Seven Days will be featuring us in the event section of next week's publication.
- Price Chopper will run ads for the Holiday Stroll on checkout kiosks throughout Central and Southern Vermont.
- We're approved as a Small Business Saturday Neighborhood Champion and will get free materials from AmEx again.
- Flash Mob will be held at 5pm and organized by Tracy Tedesco. There will be practices the two weeks prior, and the dance will attract folks to Depot Park for the Tree Lighting.
- We hired a photographer to document the Holiday Stroll.
- We also ordered small signs to put along Route 7 to direct traffic downtown.
- We're still seeking volunteers to help with Santa's photo op and the tree lighting.
- The Window Contest will return with updated voting online and in-person voting boxes at stores.
- Caledonia Spirits, the producers of Barr Hill Gin, will have a pop up shop at Franzoni Real Estate.

Business Development: Steve

- New grant application:
 - Triumph Barre & Pilates Studio applied for a grant to help with the cost of flooring for an amount of \$1,500 from the GMP fund.
 - Motion to approve: Betsy, Second: Jim. Motion passed.
 - The Downtown Gentlemen's Salon grant is pending payout.

Executive Director Update:

- We had our Open House community input event last Thursday. Around 100 people attended throughout the day. We received lots of feedback and Camoin is compiling the information for the Market Study.
- Sponsor update: Heritage Family Credit Union is returning at the Gold Level for the next year and Rutland Regional Medical Center is a new sponsor at the Bronze Level.
- We will have a Castleton intern next semester.
- Mountain Music, the Shoe Department and Joli Salon moved to downtown from the mall.

Old Business: None

New Business:

- Bill Gillam proposed looking for a grant or funding to improve existing facades in Downtown Rutland. John suggested following up with Barbara to seek more funding for building improvements in the district.
- Paige Carrara of Blush Salon visited today with a few ideas. With the mall closing she suggested heated tents and a marketplace with a musician in Depot Park and an

outdoor activity organized by the Rec. Janelle suggested a winter version of outdoor dining during the holidays.

RRA Update: Matt Merritt

- The owner of the new Indian food restaurant on Route 7 applied for a grant for \$5,000 and was approved.

BOA Update: Bill Gillam

- Budget presented by Mayor with 2% increase to cover citywide insurance.
- Lawsuit against city is still pending.
- Fathom (the new water meter company) folded. The city is looking for alternative companies to run the software.
- Sign Ordinance is moving forward.
- Rutland Area Community Center is now open in the CSJ gym.
- Rutland City is meeting with Rutland Town next week to discuss Fathom and the future of the Diamond Run Mall.

Meeting adjourned at: 8:49. Next meeting is 12/17/19 at 8am.