



## **October Board Meeting Minutes | 10/15/2019, 8AM**

**Present:** Jen Usher, Steve Peters, Nikki Hindman, Betsy Franzoni, Bill Gillam, Jim Sabataseo, Hilary McCoy, Shannon Poole, Michelle Delpha, Eddie Ryan, Rebecca Bounadonna

**Absent:** John Zawistoski, Katye Munger, Janelle Howard, Tammy Landon

Meeting was called to order by President Michele Delpha at 8:01 am.

A motion was made to approve the September meeting minutes by Jim Sabataseo. Motion was seconded by Shannon Poole. Motion passed.

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

Treasurer Eddie Ryan read the reports for August and September. A motion was made by Tammy to accept the reports and seconded by Shannon. Motion passed.

### **Committee Reports:**

#### **Streetscape:**

- Steve, Nikki and Arthur cleaned out the downtown bumpouts.
- Corn stalks are out on poles and pumpkins are lit up in the Mead Building.
- LaFaso took down the hanging baskets and pots should be taken out this week.
- We got twenty sidewalk "buttlers" for free to help reduce cigarette littering in downtown.
- Garden Club will be putting out greenery at the end of the month and Arthur cleaned out the green planters to prepare for this.

#### **Marketing: Nikki**

- We put together a trash can advertisement for annual downtown events.
- Finished Garden Club rack cards that highlight the GC's gardens through downtown.
- We put together our holiday marketing budget
  - Will be doing a direct mailer this year.
  - We will print more bags with 200 to giveaway and the remainder to sell.
  - We doubled our holiday advertising on Catamount Radio on z97.1.
- We met with the Herald to discuss how we can better work together for holiday content in their guides.
- We are still working on the downtown app. We met with a woman who recorded an app for Route 100. She's interested in a Route 4 tour in addition to a downtown walking tour. We are looking into how we could integrate this into our current app development.

#### **Events: Nikki & Steve**

- Fall Sip + Shop was Thursday, October 3rd.
  - We had 270 attendees with 17 downtown stops.

- We had \$3,500 in ticket sales.
- We've received positive feedback from the community and merchants.
- We know what to improve next time and we conducted surveys to make the next time an even better experience.
- Started planning for the Holiday Stroll on Saturday, November 30th.

**Business Development: Steve**

- New grants:
  - Pure Original will have a holiday pop up shop at 53 Merchants Row. She applied for a grant as a temporary business. She presented us with a budget for marketing and we decided we would like to support Heather with a \$500 grant toward marketing and displays.
    - Motion to approve: Eddie. Second: Shannon. Motion passed.
- Two pending grants from last month for Downtown Gentlemen's Salon and Pip's Barbershop.

**Executive Director Update:**

- The committee picked Camoin 310 as the firm for the Downtown Strategic Plan and Market Analysis. There will be a public info gathering day next month.
- Next week we will give our quarterly update at the RRA meeting.
- Price Chopper will be sending us a \$2,000 sponsorship check and in-kind digital marketing to support the Holiday Stroll totalling \$6,000.
- Draw Go Games opened on Evelyn St. where Black Moon Games was located.
- Mountain Music will open on Saturday, October 26th on Center St.
- Joli Salon is going in the former Sweeny Todd's space on Wales St.

**Old Business: None**

**New Business:**

- There's an article about the defaced mural at the Vermont Farmers Food Center in the Rutland Herald.
- Jen at Make it Sew collaborated with Phoenix Books to make a display to take selfies with in order to enter to win an illustrated copy of the Chamber of Secrets.

**RRA Update**

- The CSJ feasibility study is now complete.

**BOA Update: Bill Gillam**

- Bond lawsuit is still in progress, holding up public works projects.
- Police are back to work after last week's incident.
- CSJ gym will be in use with a lease beginning November 1st.

**Meeting adjourned at: 8:42. Next meeting is 11/19/19 at 8am.**