



Board Meeting Agenda

February 22, 2023 | 8AM

In attendance: Tiffany Saltis, Katye Munger, Tammy Landon, Eddie Ryan, Tiffany Walker, Jen Usher, Kiana McClure, Michael Talbott

Absent: Brian Budrow, Jessi Travers, Eileen Coughlin, Janelle Howard

1. Meeting called to order at 8:04
2. Approval of the January board meeting minutes
 - Motion to approve: Jenn Usher
 - Second: Tiffany Walker
3. Review of the January treasurer's reports
4. Committee reports
 - a. Streetscape
 - i. Trash cans - We've seen a significant decrease in overflowing bins the last two weeks with the increase in pick up days. Some cans are getting skipped over, but Casella is sending the truck back out when notified by us or business/property owners. We ask you to contact Josh if you do see full trash cans on Tuesday or Friday pick up days. Our meeting with Casella to discuss trash can redesign has been postponed to a later date, but will occur.
 - ii. Downtown park - We are in the early stages of a redesign of Center Street Marketplace Park. The goal is to create a welcoming space for all ages and abilities to enjoy. Monstrum (a playground architecture firm based in Denmark) has given us an incredible size study of what could potentially be built in the space. Their playgrounds are a combination of art, storytelling, and play.
 - iii. Parklets - With two new restaurants opening on Center Street (Speakeasy and Taco Fresco) we'd like to allocate parklets to enhance dining experiences. Previously parklets have been offered to retail businesses, but we have found they are utilized and they would be more beneficial to restaurants throughout the day and into the evening. We will work with Devon Neary on placement.
 - b. Marketing
 - i. Winter marketing includes YouTube campaign, Explore Magazine, Rutland Magazine, NYVT, etc. Marketing will ramp up with events.
 - ii. Social media intern Sydney White has been assisting in video production, graphic design, and social media marketing efforts.
 - c. Events
 - i. Valentine's to Rutland was a successful event. 2nd grade students from Northeast and Northwest Primary School delivered Valentine's to businesses throughout our district. Each paper heart contained something a student loved about Rutland.
 - ii. DRP is in early discussion with the Paramount about a collaborative



fundraising event. A talent show is being discussed.

iii. Brewfest - With the cost of the DRP move, difficulties in organizing set-up in accordance with DLL, and timeline, we've decided to postpone this event until 2024. If there are extra funds, we'd prefer to have more free community events downtown.

iv. DRP is continuing to assist Pridefest as they develop Rutland's first Pride Festival. We especially provided support as they filed for a Special Events Permit.

v. Spring Sip and Shop - Invitation emails to vendors have started to go out. Brian is focusing on beer, wine, and cider to make the event a little less "boozy". Invitations to the business community will go out next week. We'd like to utilize a scavenger hunt app to build a passport that allows people to scan a QR code at participating businesses. We are encouraging all businesses to be visited with this method. If an attendee visits all participating businesses they will be entered to win post event prizes. We will also be able to track analytics for future sip and shop events. Cost for the app is \$4,000 with unlimited scavenger hunt creations, but with a max participant cap at 7,000 for the year. We plan to use this app for both '23 sip and shops as well as our new month long holiday shopping event in December.

d. Business development

i. Grant language revision - The business development committee met last Friday to discuss the grant program language. Specifically the expansion and growth category. We discussed setting more specific guidelines for that portion as well as specific application forms for each of the three categories. Brian will be working on this over the next couple of weeks.

ii. Down Valley Bikes - Brian, Barbara (RRA), and Tyler (CEDRR) sat down with Sam and Paige who are opening up a bike shop at 10 Merchants Row. All attending presented funding opportunities to the couple. Having all three entities in one room was very impactful and showed unity in our efforts to help businesses through the process of opening up a business in downtown. We plan to collaborate in this manner moving forward with entrepreneurs interested in downtown.

iii. Hand Carved by Ernie - Irene Walker sent us a couple of projects at Ernie's. The BD committee discussed and identified some facade/signage components that will qualify for the grant. Irene will submit the application in the coming weeks.

iv. Taco Fresco - Mark Williams was provided grant information for his new venture, Taco Fresco, that will be occupying the old Saloon space on Center and Wales.

v. Euphoric Hair Experience - La' Keiah has submitted a grant application and will be sending in receipts for her new business as she gets closer to opening on April 15th.

5. Executive Director update



- i. We provided CEDRR with a CRRP letter of support to Belden Company towards the potential hotel/downtown housing project.
 - ii. In the DRP column, we provided more information about the Local Option Tax, as it would be implemented in our district. It would provide our municipality with an additional revenue stream and would be in our best interest if constituents were informed.
6. New business
 - I. DRP wishes to move forward with endorsing Let's Grow Kids. Other Downtowns like Vergennes and Middlebury have done so. LGK's mission is to make childcare accessible for all Vermonters. As affordable child care is a hurdle for many downtown employers, employees, and residents, it's a mission we wish to support. With no board members seeing any ethical reason to not support, we will move forward with officially endorsing LGK.
7. Old business
 - i. DRP committees are going to be restructured. The times and dates haven't been working for most board members so we will be reaching out to gauge interest of folks and availability
 - ii. We have narrowed down the DRP office search to a few properties. We're hoping to make a decision soon about a move.
 - iii. Reinvestment statistics - Brian submitted year 2022 reinvestment statistics to Vermont Downtown Coalition. We can email these stats to anyone interested.
8. Liaison updates
 - a. Board of Aldermen

Better Places Community Grant Matching Program w/ Come Alive Outside; Identified funds for Amtrak project; Approved BIAP Grant for Taco Fresco, On track to approve BIAP for Down Valley Bikes and Euphoric Hair Experience; Still trying to find a way for Belmont Trail to be routed through Rutland; There was unanimous support for Market Rate Rental Revolving Loan Fund but the resolution language is still being worked out.
 - b. Rutland Redevelopment Authority

BIAP applications for the Bike Shop and Euphoric Hair were approved by the RRA board and will now go to the Alderman for final approval.
Reimagining Depot Park - RRA met with Arwen (COA) and Kim Peters (Rec) and they decided that COA will be both the face of the crowdsourcing page and the fiscal agent. Alderman will need to sign a resolution allowing COA site control of Depot Park for the purposes of this project. The resolution has been drafted and will go before the Alderman tonight.
TIF Meeting - There was a meeting on Feb 8 and Barbara provided information regarding the Designated Downtown renewal versus an amendment. She will



also overlay the TIF timeline and required public meetings with the BOA meetings for the next TIF meeting in March.
Center Street - The RFP for an underground utility study has been posted.

Meeting adjourned at 8:42