



January Board Meeting Minutes | 1/21/2020, 8AM

Present: Jen Usher, Steve Peters, Betsy Franzoni, Bill Gillam, Hilary McCoy, John Zawistoski, Eddie Ryan, Shannon Poole, Tammy Landon

Absent: Rebecca Bounadonna, Katye Munger, Janelle Howard, Matt Merritt, Nikki Hindman

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

Motion to approve the December Board Meeting Minutes: Betsy. Second: Tammy. Motion approved.

Treasurer's Report:

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

Committee Reports:

Streetscape:

- Nothing new to report this month.

Marketing: Steve

- The one minute downtown video from VT Tourism is being promoted this month
- Advertising in Lakes Region bridal mag highlighting bridal services in downtown
- Looking for possible videographers for spring/summer commercials. Also looking at places to advertise this that we haven't tried, such as on YouTube and Flagship Cinema.
- Considering advertising in Cape Air Magazine for the summer
- Looking to have a photographer come out after an upcoming snowfall to take winter pictures of downtown, something we do not currently have a good supply of

Events: Steve

- The spring Sip & Shop will be on Thursday April 16th.
- The committee discussed ways to get more city wide collaboration on our holiday events. The DRP is coordinating several components in one day (tree lighting, santa visit, promotions at businesses) and it would be great to get more support from others so that we can focus more on getting people into businesses and supporting downtown.
- Nikki is actively working with the WinterFest committee, which will take place next month. There are at least several pieces of the event taking place downtown
- Considering ways to adjust the holiday window contest to make it less of a competition between businesses. Perhaps multiple categories.
- John thanked Steve for the DRP's efforts in decorating the Mead Building.

- We'll be meeting with Eric Mallette to discuss this summer's Friday Night Live plans.

Business Development: John

- John discussed the application from Modern Cleaners towards the purchase of new awnings outside of their business. The committee suggested a \$1500 grant.
 - John made a motion to approve the grant for Modern Cleaners for \$1500.
Tammy seconded. Motion passed.
- The \$500 grant for Pure Original is still pending but is expected to be paid out soon.

Executive Director Update:

- Max Tempel, our intern from Castleton University, is starting today. He will assist with communications related efforts
- We're continuing our progress with the market study and are talking with the RRA and Camoin, the consultants, on a regular basis. The next community input session is on February 13th from 5:30 - 7 at CCV.
- Nikki and Steve have attended various meetings where crosswalk safety has been discussed as a concern. It's a clear issue and we're hoping through collaboration some new strategies can be implemented.
- Steve is meeting soon with other downtown directors and the state department of tourism to discuss ways to improve Vermont's efforts to market the downtowns.
- We need to hold an advisory vote for the special benefits district about continuing to fund the district through the tax. The RRA tasks us with this job and we need to complete it before the end of this fiscal year. Steve is working on getting the info together to determine the most efficient way to hold the vote and collect results.

Old Business: None

New Business:

- John asked if we should cut back on advertising expenses for the remainder of the fiscal year since we were over budget on summer events. Steve thought that we could make up the majority of the difference through ticket sales of the next Sip & Shop. Steve and Eddie plan to review the budget and see where we can make cuts to limit the amount we are over budget for the year. In the meantime, Eddie suggested holding off on approving additional grants.

RRA Update: No update

BOA Update: Bill Gillam

- A bond for 5 million to improve the city's roads and sidewalks is up for vote in March.
- City is considering charging a fee for events in the city to cover DPW expenses.
- The Loyalty Day parade is on Sunday May 3rd. Bill and the committee are working to get more involvement and make it a marketing effort.

The meeting adjourned at 8:54am. Next meeting is 2/18/20 at 8am.