



## **June Board Meeting Minutes | 6/16/2020, 8AM**

**Present:** Steve Peters, Nikki Hindman, Tammy Landon, Janelle Howard, Lisa Ryan, Betsy Franzoni, Shannon Poole, Jen Usher, Katye Munger, Rebecca Buonadonna, Eddie Ryan, Eileen Coughlin, Jessi Travers-Moulton

**Absent:** John Zawistoski

Meeting was called to order by President Shannon Poole at 8:04am.

**Motion to approve the June Board Meeting Minutes:** Motion: Rebecca Buonadonna. Second: Jen Usher. Motion approved.

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

Treasurer Eddie Ryan read the May and June Treasurer's Reports. Motion of approval for May and June Treasurer's report: Motion: Betsy. Second: Jen.

### **Committee Reports:**

#### **Streetscape:**

- We hired a new Streetscape Coordinator, Chad Crisp.
- The Center Street redesign is going well. Parklets are in use by Taso, the Truffle Co, Ernie's, Hop'N Moose, and The Yellow Deli. We added bike parking yesterday and we hope to paint the crosswalk this week. We'll be putting out signage explaining the changes to the street.
- To water the new flowers, which we have to do every other day, we had to purchase a water tank for our truck. We also added a few more planters on Wales Street and on upper Center Street.
- We were asked to cover the cost of the construction of the parklets because the project exceeded \$3,000 and didn't put it out to bid.
- We have a new mural in the Center Street Marketplace Park.
- Selling our trailer to The Paramount Theatre.

#### **Marketing:** Nikki

- We're printing a shopping passport with 15 participating locations. The passport features a brief description and address for each stop. The promotion begins August 1st and ends October 1st. Passport holders will collect stamps by spending at least \$10 at 5 or more participating locations (no more than 2 stamps per stop) and can be turned in for an entry to win a cash prize of \$500.

- We are participating in Out of the Boxes with a downtown scavenger hunt that will be distributed in early August. These activities boxes are available for free to children and are packed with fun activities they can do at home or socially distanced.
- We're working with Catamount Radio on a Revisit Downtown campaign, and VPR on a supporting local businesses campaign.
- Mural trash can inserts will be distributed today.
- Steve Costello picked up sculpture and mural rack cards to take to the Carving Studio.
- Website is up to date with current business offerings.

**Events:** Nikki

- We are open to brainstorming ideas for virtual events, or events that can benefit downtown businesses without violating social distancing guidelines.

**Business Development:** Tammy Landon

- Tammy proposed a new grant to reimburse businesses for purchasing additional cleaning supplies and PPE. Shannon suggested calling it a Covid-19 grant, and basing the amount given off the number of businesses that apply for it, with a specific deadline. Rebecca suggested including a way to measure impact. Steve will send out an email with a draft in the future.
- Last month we approved two grants, one for Taso on Center and one for the Center Street Alley.
- New grant: Diamonds and More. Applied for a \$600 grant to paint a silhouette on the side of the building of a couple proposing. The committee wanted to suggest approving \$500 for the project. Board members would like to push the approval to the next meeting to give a chance to everyone to look at the mural.
- New grant: Vermont Truffle Co. applied for \$2,000 to cover costs for remodeling and expanding their services to offer more ice cream, candy, and seating with longer hours.
  - Motion to approve: Betsy. Second: Katye.

**Executive Director Update:** Steve

- Matt Meritt is no longer on the board at the RRA. We do not have a rep until further notice.
- We had a good turnout at the Annual Meeting and the presentation about the Downtown Strategic Plan.
- We've had great press on the work that we're doing lately from VTDigger, Rutland Herald, and VPR.

**New Business:** None

**Old Business:** None

**RRA Update:** None

**BOA Update:** Lisa Ryan

- The Board of Alderman has had a lot of positive feedback about downtown and the changes to Center Street, and she volunteered to help with whatever we may need.

**The meeting adjourned at 8:52am. Next meeting is 8/18/20 at 8am.**