



## **Board Meeting Minutes** July 19, 2022 | 8AM

Present: Tiffany Saltis, Eddie Ryan, Tammy Landon, John Zawitoski, Michael Talbott, Jessi Travers, Janelle Howard, Jen Usher, Tiffany Walker

Absent: Rebecca Langer, Katye Munger, Eileen Coughlin, Brian Budrow

1. Meeting called to order at 8:04

2. Approval of the June board meeting minutes

Motion to approve: Jen Usher

Second: Jessi Travers

3. Review of the June Treasurer's reports

4. Committee Reports

a. Streetscape

i. Painted Center St. Bollards. Thanks to those who came out: Jen, Jessi, Tiffany, Tammy, and Brian. The team painted the Center Street bollards surrounding the parklets. They add a vibrancy to downtown. Our next goal is to paint the Center Street crosswalk.

There is a forgotten planter near Angler Pub. It will need to get back onto the watering schedule and pick up schedule. Tiffany S will work on coordinating this.

ii. Hiring of Streetscape Coordinator

Applications are in. Phone call later this week with top candidates. In the meantime, we do have the equipment. If I have time, I'll try to get out before FNL unless there is a volunteer to sweep the sidewalk.

b. Marketing

i. Friday Night Live

Done an array hitting different mediums.  
Marketing will be heavier this week.

Radio ads: Pandora, z97.1 receiving 8x a day but scaling up to the event so Thursday would have heavier messaging than Monday.

Print: Rutland Herald, Mountain Times newspaper and Menu book. Initial press release went out, another going this week highlighting Badfish and Vendors.

Digital: social media, Google ads, Facebook ads, newsletters to subscribers

### c. Events

#### i. Friday Night Live

Downtown Businesses and vendors collectively participating:  
Food truck vendors collectively participating:

7/22,8/5, 8/19 - still looking for volunteers, esp. Later. Let me know if attending.

Have some shirts for volunteers.

For the first event we have a lot of interest.

Photographer for the first event at least.

Center St eastbound closed at 10am, westbound at 3pm.

Meeting with LAZ at 9:30 to go over the parking system. 21 vouchers for vendors.

They established an account for us so requesting vouchers going forward should be pretty simple.

#### ii. Whoopie Pie Festival and Parade of Heroes Community Celebration

Aug 27, CEDRR event that DRP is providing support on. Help with food trucks, funding music

CEDRR has also asked DRP if we'd want to contribute funds to assist with Food. The Event takes place on April 29th at the Rutland train station. The purpose is to highlight Amtrak's service from Burlington to NYC. Mayor contributing 500, CEDRR 500, Planning commission 500. Maple Angus providing complimentary meals to attendees and downtown business members and community members have been invited.

While not our event, it is in downtown. Do we want to contribute \$500 as well?

Event hosted by CEDRR, the mayor, RRPC, VTrans. Mayor asked CEDRR to put the group together.

#### iii. Fall Sip & Shop

Planning should begin. It's our next event.

### d. Business Development

#### i. Two grants reviewed: Taso & Trapdoor

Jay will submit a quote from the contractor. After that, it will be approved.

## 5. Executive Director Update

### i. Downtown Celebration with Senator Leahy

Vermont municipal leaders and downtown advocates invite you to a block party in Senator Patrick Leahy's hometown downtown to celebrate his 47-year career revitalizing our historic city, town and village centers.

Thursday, August 11 from 5:00 to 8:00 PM

### ii. Vermont Downtown Coalition

After FNLs, meeting on how the DRP can become more involved in the Vermont Downtown Coalition. They strive to support, grow, and strengthen Vermont's historic downtowns through advocacy, marketing, and collaboration.

iii. Potential for public wifi downtown. Alderman Franco reached out. He's been chatting with Consolidated about a potential public-private partnership that could lead to sponsored public wifi downtown. Could be a big boost for DT businesses, and DRP make for an ideal partner. Going to touch base after FNL.

## 6. New Business

### a. Hiring for Events and Business Development and Support Manager

Excited about our applicants. With the BP, confirming the process moving forward and should start the next phase any time now.

## 7. Old Business

### i. DRP Committees

Required to be on a committee. If people would like to re-sign up for committees, we can do that. If times no longer work, we can look at readjusting a meeting time.

### ii. Requests to join DRP Board

2 people interested, Kiana McClure and Jadziah DeRosia. Both have been submitted to the executive team. The board seems excited about their participation. Both will be invited to the August board meeting.

## 8. Liaison updates

### a. Board of Aldermen

- Bill Carris has donated a train sculpture to the city. It will be displayed in Downtown Rutland by the train station.
- The Belmont bike trail has been challenging to map through Rutland. Working

with DPW, they were able to find a path through Rutland for the trail. The Belmont Bike Trail will be a great economic driver for the region.

b. Rutland Redevelopment Authority

N/A

9. Adjournment at 8:41

**Next meeting:** August 16, 2022, at 8am