



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

Absent: Eddie Ryan, John Zawistoski, Matt Merritt

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

Motion to approve the May Board Meeting Minutes: Motion: Jen. Second: Katye. Motion approved.

Treasurer's Report:

Treasurer Eddie Ryan was absent. The May report will come at the next meeting.

Committee Reports:

Streetscape:

- Hanging baskets, planters and pots are refreshed and out on the streets.
- We received the pedestrian wayfinding signage grant from the state of Vermont, which will include 15 signs around downtown.
- We're working with the RRA and RPC to redesign Center Street for the summer. We put together a proposal of what that includes and improves. It reduces the lanes from 15 feet to 10 feet, adds larger sidewalks, adds parklets and planters, and improves walkability overall. We presented this to the public last week and everyone seemed to be in support of it. DPW is ready to come out later this week and restripe the paint. This change is a trial to apply for permanent change in the future
- We added several temporary 10-minute curbside take out spots around downtown.
- We are in need of a new Streetscape Coordinator. This is a seasonal position that averages 10 hours/week and pays \$13/hour. Responsibilities include: picking up trash, working with volunteers on cleanup days, and helping to coordinate various tasks.
- We put up new cigarette butt holders and there are more to come.
- Downtown Green Up Day was on 5/30/20 and much of downtown was cleaned with about a dozen volunteers.

Marketing: Nikki

- We're working together with Domino's. Anyone who shops or eats downtown and brings their receipt to the storefront will receive a free medium 1-topping pizza.
- We announced Downtown Rutland Bingo last Friday in efforts to get people walking around downtown. Three random people who complete the challenge will win \$50 each.

- We're considering hosting a "restaurant week" where anyone who dines in Downtown or orders takeout can submit their receipt to enter to win a prize.
- Website is up to date with current business offerings. Salons and gyms are now open, and restaurants are at 25% indoor capacity. Bars have also started to reopen.
- We hit a snag in the app rollout and it will be delayed until we find another platform.
- Nikki is working on a mural trash can insert, and we printed updated sculpture trail rack cards and mural rack cards.

Events: Nikki

- The Annual Meeting is this Thursday, June 18th at 9am on Zoom.
- Camoin 310 will virtually present findings of the Downtown Rutland Strategic Plan next week on Tuesday, June 23rd at 5:30pm on Zoom.
- We will not be holding Friday Night Live or the Street Party and Sidewalk Sales as Governor Scott announced all mass gathering events are postponed until further notice.
- Phoenix Books is considering a socially-distanced version of Where's Waldo, and the Library would like to do a version of I Spy throughout Downtown.
- We are open to brainstorming ideas for virtual events, or events that can benefit downtown businesses without violating social distancing guidelines.

Business Development: Steve

- We received an application for a grant from Brooke at Center Street Alley. She's looking for \$2,000 to improve her outdoor space in front of the bar.
- Jay of Taso on Center is looking to add a back deck above the Center Street Alley space and expand seating for the restaurant.
- Both of these grants will help clean up the alley and beautify the entrance to the Center Street Marketplace Park.
 - Motion to approve both grants: Betsy. Second: Jen. Motion passed.

Executive Director Update: Steve

- Tammy Landon is a candidate for our Vice President at the Annual Meeting on Thursday.
- Jessi Travers of Unlimited Potential Consignment Boutique and Eileen Coughlin of Pyramid Holistic Wellness Center are candidates to join the board.
- Camoin 310 will virtually present findings of the Downtown Rutland Strategic Plan next week on Tuesday, June 23rd at 5:30pm on Zoom. The study will inform the future of our goals and efforts at the partnership.

New Business: None

Old Business: None

RRA Update: Matt Merritt (absent)

BOA Update: Lisa Ryan

- Center Street Updates and modifications were approved unanimously.

The meeting adjourned at 8:29am. Next meeting is 7/21/20 at 8am.