



Board Meeting Notes

June 15, 2021 | 8AM

Present: Nikki Hindman, Eddie Ryan, Shannon Poole, Tammy Landon, Katye Munger, Jen Usher, Rebecca Buonadonna, John Zawitoski, Jessi Travers-Moulton

Absent: Janelle Howard, Tiffany Walker, Eileen Coughlin, Stephen Montanez, Michael Talbott

Meeting called to order at **8:03am**.

Approval of the May board meeting minutes:

- Motion: *John*
- Second: *Jen*

Review of the April and May Treasurer's reports:

- Motion: *Rebecca*
- Second: *Jessi*

Committee Reports

Streetscape: Nikki

- Our annual plant order was delivered by Jamaica Gardens. The Garden Club planted the downtown pots and flower boxes. LaFaso Electric hung the hanging baskets and distributed the pots to downtown, and Rutland Rec is watering everything.
- The Summer's Center Street rollout plan is complete. All parklets are installed and available for use by businesses, patrons and the general public.
 - Nikki and the City Forester planted and delivered shrubs to Center Street, and Rutland Rec delivered the safety bollards to the street in late May.
 - The parklets that are in use look great and have seen lots of use already
 - We are still waiting for insurance from locations who have not yet began to use their parklets
 - Nikki is planning to repaint the crosswalks on Center Street and the Wales Street intersection with the RRPC and volunteers

- Dubois and King is beginning the Center Street scoping study this week. There will be opportunities for public and stakeholder input in the coming weeks and planned street closures as they test alternate street configurations.
- Nikki and Brennan met with Wood & Wood on Friday to talk about engineering for the sign installation. We are dropping the final sign height to 7'6" to withstand a greater wind load and to make the map easier to read for a range of pedestrian heights.
- The full-size demo of one of the pedestrian wayfinding signs is still available to view, in addition to a full-size mockup of the map in depot park. Please make an appointment with Nikki to stop by review the sign.
- We are working with CEDRR and Darwin Design to finalize the list of attractions on the Depot Park kiosk, which we hope to submit for review at the end of the week.
- Nikki continues to work with Derek at Wood & Wood on finalizing the front of the Depot Park kiosk featuring the full list of businesses and public art overview.
- "I Love Rutland, VT" pole banners featuring the message "All Are Welcome Here" went up on Center Street and Merchants Row in June. They have been extremely well received by the public and have encouraged local businesses to support pride in Rutland.
- We have a seeking to fill the Streetscape Coordinator again

Marketing: Katye

- The Downtown Rutland Shopping flyer is almost complete. We are waiting on final details from Arson Skate Shop, who is opening Wednesday, before going to print.
- The Catamount Radio on Summer Splash advertising campaign has begun. I'm still collecting gift cards to giveaway on WZRT (z97.1) for the next 8 weeks.
- Nikki submitted new ads for the Mountain Times Summer Guide.
- The new pole banner designs were submitted to Green Screen Graphics, and we expect that they will go up mid-July.
- Lyz Tomsuden continues to work on a few design projects, including an app trash can insert to promote the use of the app.
- We've been running social media ads to promote the variety of good press that downtown has received lately, with record numbers of engagement.
- Nikki is working on a contract with Hannah Diction for new brand photography for use on the website and social media.
- Nikki has also been reaching out to local video production companies to work on a new Downtown Rutland commercial.
- Now that all pandemic restrictions are lifted, we will be making a huge push for visiting Downtown over the Summer and into the fall, adding events as they are announced.
- We have the Welcome Center for the whole month of July. We will have the whole display case for the entire month. Will be adding a sign and the Paramount signage about the Out of the Box series, but can add some products for posters from Downtown merchants/ businesses if they are interested.

Events: Nikki

- The DRP Annual Meeting is tomorrow, June 16th, at 9am on Zoom.
- Full-size Friday Night Lives will be held on September 11th and 24th. Eric has booked both acts for each night. The application for street closures were delivered last week and Nikki will be attending next week's BOA meeting. Nikki is beginning to reach out to vendors, which will be very selective this year due to the reduction in overall available space on Center Street.
- Nikki is continuing to work with CEDRR, Come Alive Outside, Steve Costello, and Eric Mallette on the Parade of Heroes and Community Celebration on Saturday, August 28th. The event will start with a parade for pandemic heroes, feature a FNL-style concert featuring Enerjazz, and end with fireworks. We are providing the entertainment for the evening and seeking vendors for the event.
- Nikki is also continuing to assist with planning for the Whoopie Pie Festival on Saturday, October 9th.
- Nikki completed the events sponsorship package and is beginning to send it out to potential sponsors.

Business Development: John

- Unlimited Potential has applied for a grant to seek reimbursements for improvements to their back entrance and expansion into their basement for additional storage and a product photography studio.
 - The business development committee has recommended that Jessi Travers at Unlimited Potential receive \$2,000 from the GMP fund to go toward the projects.
 - Motion to approve \$2,000 from the GMP Grant Fund:
 - Motion: John
 - Second: Jen Usher

Executive Director Update: Nikki

- Eddie and Nikki completed and presented the FY 21/22 work plan and annual budget to the RRA Board.
- Nikki listed the Marketing and Events Coordinator position last week on LinkedIn, Indeed, and our website.
- Nikki attended a workshop to begin the process to create a Comprehensive Economic Development Strategy (CEDS) for West Central Vermont over the next year, hosted by the RRPC and CEDRR. The goal CEDS will strengthen local economic partnerships within West Central Vermont and enable our region to meet current and anticipated economic challenges.

New Business

- Divine now open at 25 Center Street over Memorial Day weekend
- Dos Eses Delicious Tamales opened at 56 Strong Ave on Friday
- Arson Skate Shop opening at 150 West Street on Wednesday

- Looking into hybrid options for board meetings going forward. Possibly meeting at RPC or HFCU Allen St? Nikki and Katye will explore some in person options

Old Business:

- Shannon sent out a form for board members to join DRP Committees – please respond Friday, June 18th

Liaison updates

- Board of Aldermen
 - Michael Talbott was absent
- Rutland Redevelopment Authority
 - Tiffany Walker was absent

The meeting adjourned at 8:37am.

Next meeting: July 20th, 2021, at 8am