



Board Meeting Notes June 21, 2022 | 8AM

Present: Tiffany Saltis, John Zawistoski, Eddie Ryan, Michael Talbott, Brian Budrow, Jennifer Usher, Jessi Travers, Tiffany Walker, Janelle Howard

Absent: Rebecca Langer, Katye Munger, Tammy Landon, Eileen Coughlin

1. Meeting called to order at 8:09

2. Approval of the May board meeting minutes

Motion: John Zawitoski made a motion to pass minutes as amended

Second: Jessi Travers

3. Review of the May Treasurer's reports

4. Committee Reports

a. Streetscape

i. Hanging Baskets and flower pots are expected to be dispersed around downtown this week by Lafasos.

ii. Streetscaping equipment has been ordered and delivered.

iii. The DR has a longstanding relationship with RHS's YES Program. They typically clean behind the opera house. This year in particular they experienced issues with hazardous materials. Parents were concerned, and the work was cut short. Going forward, we may need to adapt and create a different volunteer opportunity for the students. While we appreciate the help, we need to make sure the safety of the students is prioritized.

b. Marketing

i. DRP set up a Downtown Rutland display at the Guilford Welcome Center, a welcome center near the MA border. 12 Downtown businesses participated in the display and featured their products.

ii. An updated ad was developed for the Mountain Times's Summer Menu Book. It will feature the downtown dining options, including a list of all food and beverage establishments. A Friday Night Live quarter page ad was also submitted for display for print and digital purposes.

iii. A meeting was held with Catamount Radio. We will deploy local radio advertisements, however, we will also look into creating Pandora ads as they

have better analytics and measurable results. DRP has had success with them in the past.

c. Events

i. Our annual Meeting is two days away, June 23rd at Roots the Restaurant from 5-7 PM. The event will feature food and discussion. 6 PM we will present the work plan. Board members will be voted on to continue their service to the board. In order for the board to be well functioning, terms should be a duration of 1-3 years. We have been very fortunate with our board and wonderful board members, but going forward we will be more proactive with keeping track of service years.

ii. Friday Night Live is in the development stage. Marketing for the event is underway.

d. Business Development

i. Two grant applications received: Taso & Trapdoor - Both businesses have received grant funding before, however we have no clause about repeating beneficiaries. We will review these applications.

ii. Two new businesses are coming to downtown: Last Cup Cafe is set to open July 7th & Masala Corner will open June 23rd.

5. Executive Director Update

I. The ED attended the Downtown and Historic Preservation Conference in St. Johnsbury on June 9th to sit on a "Main Street Outside" panel discussion. Tiffany was joined by Dan from Montpelier Alive and Richard from the Better Places grant program. Tiffany discussed Center Street's usage of parklets to create more pedestrian space and to spur economic activity.

ii. Downtown Rutland Partnership continues to support and with the Center Street Scoping Study

6. New Business

a. The executive team has moved to appoint Katye Munger as the Interim President of the Downtown Rutland Partnership.

7. Old Business

I. The board moved to approve the FY23 budget, which was initially reviewed at the April board meeting.

8. Liaison updates

a. Board of Aldermen

- 150k ARPA unassigned funds to Wonderfeet
- 5k for Westview Grill — slated for 121 West Street, formerly Little Harry's
- Parking committee is still reviewing Park Mobile
- Buy up program funded for 5 years just renewed 1 year. Funded until 2025.

b. Rutland Redevelopment Authority

- Dubois & King still performing Scoping Study
- Brennan Duffy met with Dominic Cloud of St. Albans to discuss the potential of

the TIF District in Rutland.

- Center Street bollards around the parklets make the pedestrian space seem like a construction zone. There is a request to paint the bollards to make the area more visually appealing.

9. Adjournment at 8:39

Next meeting: July 19, 2022, at 8am