



March Board Meeting Minutes | 3/15/2021, 8AM

Present: Steve Peters, Nikki Hindman, Tiffany Walker, Eddie Ryan, Rebecca Buonadonna, Michael Talbott, Shannon Poole, Tammy Landon, Katye Munger, Jessi Travers-Moulton, Jen Usher, Eileen Coughlin

Absent: John Zawitoski, Janelle Howard

Meeting was called to order by President Shannon Poole at 8:03am.

Motion to approve the January Board Meeting Minutes: Motion: Rebecca. Second: Jen. Motion passed.

Treasurer's Report:

Treasurer Eddie Ryan read the January and February Treasurer's Reports. Motion of approval for Treasurer's report: Motion: Jen. Second: Katye. Motion approved.

- New bookkeeper, Pam of Business Basics

Committee Reports:

Streetscape:

- We took an inventory of our pole banners with Green Screen Graphics in order to replace them this year. The preliminary estimate falls right within our budget.
- We've been working with Wood & Wood's graphic designer on the maps and listings for the new pedestrian wayfinding street signs. We should be receiving a final mock-up soon. We plan on having them installed early summer.
- Steve reached out to Chad to see if he is interested in returning to the Streetscape Coordinator position this year.
- The RRA received \$19,000 from the Better Places grant to continue making improvements to Center Street this summer.

Marketing: Nikki

- The Downtown Rutland app is live on the App Store and Google Play Store. It features a mural tour, sculpture tour, and marble quest. Please download the app and test the tours this month! Provide any feedback to Nikki, so we can make any improvements before we begin a marketing campaign about the launch next month.
- Green Screen Graphics wrapped the sidewalk buttlers with new stickers last week encouraging the public to recycle their cigarette butts. We did this in partnership with Sarah Cosgrove, RRM, and 802 Quits.

- We wrapped up the “Takeout to Win” campaign offering incentives each week for participants who post pictures of their takeout from downtown restaurants.
- We gave away a \$300 prize package with gift cards to a restaurant, retail business, and salon or spa for Valentine’s Day.
- We’re going to start working on replacing the pole banners on the streets.

Events: Nikki

- Bianca Zanella, Phoenix Books’ Poet-In-Residence, is planning on celebrating National Poetry Month in April by hanging poems from local artists in downtown windows.
- We held the Winter Storywalk in partnership with Phoenix Books.
- We haven’t received any new guidance from the state in regard to Summer events. We’ve been told to expect a cap of 150, but we are expecting this to change with the vaccine rollout.

Business Development: Steve

- The Paramount Theatre is seeking a \$2,000 grant for an improvement project for the facade of the building.
 - Motion to approve \$2,000 for The Paramount Theatre from the GMP grant fund:
 - Motion: Jen. Second: Jessi. Motion passed.

Executive Director Update: Steve

- Steve’s last day as Executive Director is Friday, March 26th.

New Business:

- New board member request - Steve Montanez
 - Motion: Rebecca. Second: Tammy. Motion passed.

Old Business: None

BOA Update: Michael Talbott

- Michael is the new BOA rep to the DRP.
- The sign ordinance was approved.
- The city is looking to improve the city website.

RRA Update: Tiffany Walker

- None.

The meeting adjourned at 8:27am. Next meeting is 4/20/21 at 8am.