



Board Meeting Agenda

November 21, 2023 | 8:00AM

In attendance: Tiffany Saltis, Katie Munger, Tammy Landon, Eddie Ryan, Tiffany Walker, Ed Bove, Eileen Coughlin, Andy Paluch, Jadziah DeRosia, Kiana McClure, John Zawistoski Casey McNeil, Sunita Dholakia, Hali Issente

- 1) Meeting called to order at 8:04am
- 2) Approval of minutes held until next meeting
 - a) Motion:
 - b) Second:
- 3) Treasurer's Reports: No review of the treasurer's reports
- 4) Executive Director Update
 - a) Tiffany spoke to Eddie about the budget. We need to get creative with fundraising. We are sitting at \$14,000 for sponsorships. Hali is reaching out about sponsorships for holiday events.
 - b) Park Mobile is active downtown, but hasn't fully rolled out yet. They are looking at free parking in the parking garage on Saturdays.
 - c) Social media workshop did have some attendance of downtown businesses. We are in an information gathering stage to look into future workshops.
 - d) Downtown Vibrancy Fund will be broken up into 3 payment cycles. Looking at hiring a staff member on Saturdays and a downtown bike project.
 - e) Office is done today. Electrical work is being done today. We are looking to have a fun night of moving furniture/pizza. Will do an open house soon.
 - f) We will regroup and look at our committees going into the new year. Strategize and invite other community members to join. We will look at adding a fundraising committee. Hali has strong experience as a Developmental Director and can guide this work.
 - g) Some of the inactive board members might want to move to a short-term committee.
 - h) Parker House update: there is a buyer interested in purchasing. We will have Ed sit in on any future meetings. We will circle back with the potential buyer after

doing some research and fact-finding. Owning the Parker House isn't fitting into our mission, it would be better suited in the hands of someone who deals with housing. Katie would like to set up a temporary governance committee to rewrite the bylaws. Current bylaws will be shared with the group. Tiffany W will take on retying the bylaws.

- i) Ed asked about the "Downtown Development Corporation". This is an additional name for the DRP. Tiffany, Katie and Eddie are the directors for the DDC, who oversee the Parker House. Katie will get more information and clarity around the DDC versus the DRP. DRP is an assumed business name, but is listed as "inactive" on the Sec of State website. DRP Incorporated, DDC, DRP are all currently "terminated". Who gives legal counsel to this organization? Ryan, Smith, and Carbine. Currently it is low-income housing. Would it stay in low-income housing? Does Parker House need to be published for sale since we are a non-profit?
- 5) Committee reports
- a) Grants: Getting receipts from Mad Rose.
 - b) Streetscape: We've been working with Parks and Rec, and will still need to allocate the \$11,000 to them for the streetscape position.
 - c) Events
 - i) Jingle Bell Shop planning is going well. We are seeing success in getting vendors. We are combining the Holiday Stroll and the Sip and Shop. Food and beverage vendors will be paired with downtown shops. One ticket will be "all inclusive" including alcohol. Another ticket will be non-alcohol. We have more downtown businesses involved than previous Sip and Shop events. MINT popup is involved, along with many downtown businesses and Wonderfeet. There will be some exciting giveaways. We sold just shy of 75 tickets. Everyone who has purchased tickets will be included in a raffle and giveaway. Pairing emails will go out soon to businesses. New beverage and food vendors including Mountain Girl Cannabis will be paired with a CBD drink company. MINT is doing wine charms, and are paired with a wine vendor. Pairings have been thoughtfully arranged. Volunteers needed 4:30-6:30 is the first shift.
 - ii) Tree Lighting is this Friday. Share the links on social media to help get the word out. Social ads are running, along with radio and interviews on WCAX. Gift guide has been ordered that will go to 7,000 homes. Rutland Herald and Killington have been included. Working with restaurants to offer an incentive if people show their wristband. We have a new sponsor on board, The Pines, to give out cookies at the event. Mission will be giving out hot cocoa. Struggled finding carolers. We reached out to several community groups, but couldn't get anyone on board. We will still have holiday music playing. Terry Jaye will be MCing.
 - iii) Window Contest will kick off on Friday night. There will be 3 judges. Send judge recommendations to Tiffany and Hali.

- iv) Holiday Decorations have become very expensive. We are looking into buying our own holiday decorations and getting volunteers to decorate. RRMC and GE could be good for larger groups of volunteers to decorate. The fee last year was around \$21,000.

6) RRA Update

- a) Work is being done about the TIF district. There are projects downtown and also some just outside of downtown. The project is moving quickly.
- b) Working on a distressed communities grant, which will look into downtown housing data, including demand and availability. Train station project is getting back on the rails. Reworking the project will allow for a larger, more holistic vision.
- c) Architectural review committee met to discuss Market 32 and Planet Fitness pieces.
- d) Helping to make the housing programs run smoothly and getting rolled out as soon as possible.
- e) Andy asked about the two Downtown Rutland brands. The old branding is still apparent, especially along Route 7. Can those signs be updated from Route 7 to match the new branding? Graphic design team at Castleton was working on the new signage. Suggestion on matching some grant funds with some fundraising locally. Katye suggested we look into cost.