



September Board Meeting Minutes | 9/29/2020, 8AM

Present: Steve Peters, Nikki Hindman, Shannon Poole, Jen Usher, Tiffany Keune, Eddie Ryan, Janelle Howard, Lisa Ryan, Katye Munger, Jessi Travers-Moulton

Absent: Rebecca Buonadonna, Eileen Coughlin, Tammy Landon, Betsy Franzoni,

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

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

Treasurer's Report:

Treasurer Eddie Ryan read the August Treasurer's Reports. Motion of approval for August Treasurer's report: Motion: Jen. Second: Janelle. Motion approved.

Committee Reports:

Streetscape:

- Chad is working hard as usual to paint poles, remove graffiti, trash pickup and more downtown.
- We're aiming for the end of October to take out the parklets on Center Street.
- Nikki decorated the Mead Building with Andy Probst's hand carved jack o'lanterns yesterday.
- We're going to start taking down planters and baskets in the near future.
- We've reached out to Grabowski Farms about getting corn stalks for light poles next week and are waiting to hear back.
- Nikki is designing graphics for a smoking cessation campaign downtown on the cigarette receptacles in conjunction with the hospital and 802quits.
- After the recent frost, we will no longer water the flowers.

Marketing: Nikki

- The downtown retail passport promotion is coming to an end this week. October 1st is the last day to shop local, and participants have until Wednesday, October 7th to turn in the passport at Vermont Truffle Company.
- We've printed a direct mailer that will be mailed to 6,500 homes in Rutland City. We're also running ads featuring participating passport locations each week in the Rutland Reader and the Mountain Times.
- We virtually met with someone from MyTour app we are designing, now called "STQRY." The new mobile app that will host the sculpture tour, mural tour, marble tour, and more.

- Website is up to date with current business offerings. We've transitioning away from the Covid-19 updates page this week and instead are updating permanent business listings to reflect changes to hours and services.

Events: Nikki

- Nikki and Steve are working with Zip Barnard and Claude Derosiers, volunteers from the Halloween Parade, to create window displays for Halloween
- The Rutland Art Ramble, which consists of a series of storefronts filled with artwork from local artists and organizations like the Carving Studio and Chaffee Art Center, has been extended through November 15th.
- 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 have received 9 applications for our Covid supply assistance grant so far. We are waiting until September to look at them all at once for group approval.
 - Steve would like to approve the full \$2,400 amount for those who have already applied. There are funds remaining and we will keep that application open for those that may need it.
 - Motion to approve: Katye. Second: Jen. Motion approved.
- New application from Eileen at Pyramid Holistic Wellness who is creating a new Egyptian-themed meditation room for \$2,000 toward the addition.
 - Motion to approve: Jen. Second: Jessi. Motion approved.

Executive Director Update: Steve

- The DRP received a grant from the Restart Vermont stimulus program to cover the \$8,000 cost of the passport program. The Chamber/REDC organization also received funds toward a program to help restaurants in the area with a gift card matching program.
- The Steering Committee met last week to review 6 proposals for the downtown wayfinding signage project from interested parties.
- The Planning Commission and the RRA are working on a scoping grant proposal with VTrans to gather funds for a more permanent Center Street.
- Steve Costello reached out to let us know that he is planning a sculpture of Tom Fagan, one of the founding forces of the Halloween Parade and iconic member of the community. He has asked us for contributions toward the creation of the sculpture. Steve suggested we donate \$3,000 toward the project from this year's budget.
 - Motion to approve: Janelle. Second: Katye. Motion approved.

New Business:

- Tokyo House reopened for takeout on September 21st, and added indoor dining this week.
- Lather Salon, formerly known as Unlimited Images, is under new ownership.

- GLOW Esthetics, a beauty spa offering eyebrow, massage, and more opened on 46 Center Street last week.

Old Business: None

RRA Update: Tiffany Keune

- Final public hearing for the Downtown Strategic Plan grant is on October 5th.
- The VCBD board will meet on November 5th about the Lincoln Place.
- The Master Plan will be available for viewing when City Hall reopens.

BOA Update: Lisa Ryan

- The board unanimously approved funds for a 20% match for the scoping study to make changes more permanent on Center Street.
- Devon Neary reported the findings of the public input and data collected on the Center Street Pilot Project.

The meeting adjourned at 8:39am. Next meeting is 10/20/20 at 8am.