



## **August Board Meeting Minutes | 8/18/2020, 8AM**

**Present:** Steve Peters, Nikki Hindman, Tammy Landon, Betsy Franzoni, Shannon Poole, Jen Usher, Rebecca Buonadonna, Eileen Coughlin, Tiffany Keune, Eddie Ryan

**Absent:** Janelle Howard, Lisa Ryan, Katye Munger, Jessi Travers-Moulton

Meeting was called to order by President Shannon Poole at 8:06am.

**Motion to approve the July Board Meeting Minutes:** Motion: Tammy. Second: Jen. Motion approved.

### **Treasurer's Report:**

Treasurer Eddie Ryan read the July Treasurer's Reports. Motion of approval for May and June Treasurer's report: Motion: Betsy. Second: Jen.

### **Committee Reports:**

#### **Streetscape:**

- Chad Crisp is doing great in the role of streetscape coordinator. He's weeding, picking up trash, and beautifying downtown. We've received nothing but positive feedback since he started last month.
- Things are going well on Center Street. People are coming out and enjoying it, eating outside, and appreciating the plants. We added signage that explains what we're doing this Summer on the street with a qr code linking to a survey for public feedback.
- We painted the crosswalk on Center Street, which was positively received. We're looking for options to paint other crosswalks in the future, if possible.
- Steve is talking to folks from the hospital and the state to put messages with a smoking cessation campaign downtown on the cigarette receptacles.
- An RFP went out last week for the pedestrian wayfinding project.
- We are continuing to water the new flowers, which we are doing three times a week, unless it rains.
- We sold our trailer to The Paramount Theatre to help them with movie projections at the drive-ins. The trailer was only used for storing chairs for the summer, which the Paramount is storing for us instead.

#### **Marketing:** Nikki

- We've printed 1,000 shopping passports with 15 participating locations. The promotion is in full swing this month and ends October 1st.

- 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've now using MyTours software, a new mobile app that will host the sculpture tour, mural tour, marble tour, and more.
- We hired Amanda Wheeler to capture drone footage of Center Street.
- We are currently running a Revisit Downtown campaign on Catamount Radio.
- We're running a support local business campaign on VPR.
- Website is up to date with current business offerings. We're transitioning away from the Covid-19 updates page this week and instead are updating permanent business listings to reflect changes to hours and services.
- We had a downtown scavenger hunt in the August 6th edition of the Out of the Boxes promotion for kids.

**Events: Nikki**

- Steve worked with Beth Miller of the Vermont Creative Network to provide support to the Rutland Art Ramble, which consists of a series of storefronts filled with artwork from local artists and organizations like the Carving Studio and Chafee Art Center. It runs through mid September.
- We put out trash can inserts for the Vermont Great 2-4-6-8k on behalf of RRMCC, which will be virtual this year.
- We are open to brainstorming ideas for virtual events, or events that can benefit downtown businesses without violating social distancing guidelines.

**Business Development: Steve**

- Tokyo House applied for a grant. Late last year they had a fire, and they are reopening in September. They asked for \$2,000 toward repairs.
  - Motion to approve: Jen. Second: Rebecca. Motion passed.
- There is a pending grant application for Diamonds and More. The committee would like to approve \$150 toward covering the cost of supplies for the mural. Rebecca made a motion to award \$75 toward the project.
  - Motion to approve: Tammy. Second: Rebecca. Motion passed.
- We have received 3 applications for our Covid supply grant so far. We are waiting until September to look at them all at once for group approval.

**Executive Director Update: Steve**

- The Chamber and REDC are merging and they have decided to locate next door to us. REDC staff is moving this way and they are short an office space. They asked us if we're willing to share, and we've offered to let them use our extra room for one of their employees.
- The Steering Committee, which jointly operates with the RRA and focuses on downtown improvements identified by the market study, needs board members. Steve will send an email to see who is interested.

- Steve is taking some time off and is hoping to reschedule our next meeting as he will be away on his honeymoon. The board agreed to reschedule the September meeting to September 29th, the last Tuesday of the month.

**New Business:**

- Angler Pub opened at 52 Strongs Ave at the former home of Union Jacks today.
- Someone is reopening the Hideaway Tavern as a new bar. Glow Esthetics is opening in the former Ruff Life space. Alison McCullough Real Estate is expanding into the former Frogs and Lily Pads space.

**Old Business:** None

**RRA Update:** Tiffany Keune

- They finalized the Downtown Strategic Plan and are closing out that process.
- They discussed the Master Plan adoption.
- They discussed the construction of the 713 creek path segment.
- No immediate updates on the Herald property.

**BOA Update:** Lisa Ryan was absent.

**The meeting adjourned at 8:37am. Next meeting is 9/29/20 at 8am.**