



December Board Meeting Minutes | 12/17/2019, 8AM

Present: Jen Usher, Steve Peters, Nikki Hindman, Betsy Franzoni, Bill Gillam, Jim Sabatano, Hilary McCoy, Rebecca Bounadonna, John Zawistoski, Janelle Howard, Matt Merritt, Eddie Ryan, Shannon Poole

Absent: Tammy Landon, Katy Munger

Guests: None

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

Motion to approve the November Board Meeting Minutes: Betsy. Second: Jim. Motion approved.

Treasurer's Report:

Treasurer Eddie Ryan read the October and November Treasurer's Report. Motion to approve was made by Hilary and seconded by Betsy. Motion approved.

Committee Reports:

Streetscape:

- Snowflake lights were replaced and hung.
- The Mead building was decorated.

Marketing: Nikki

- New trash can inserts with a focus on shopping small were put out this month.
- The billboard in New York is up with a focus on holiday shopping downtown.
- We made a gift guide blog post that mentions most businesses. It's available on our blog and we're directing various social media posts back to this. We will be running an ad in the Herald this weekend for last minute shoppers.
- The state's tourism department will be here tomorrow to film a video for Vermont Vacation featuring the downtown.
- The 2020 discovery map is out and features our new ad.

Events: Nikki & Steve

- The Holiday Stroll and Tree Lighting was on Saturday, November 30th.
 - We were in the Mead Building from 10am to 1pm with maps, schedules and branded bags.
 - 101 the one hosted a 3 hour live remote and visited 7 downtown businesses.

- Attendance was high at Santa with a steady stream of traffic for 2 and a half hours.
- Many businesses reported strong traffic and sales for the day.
- The window contest is still underway and will conclude on December 19th.

Business Development: Steve

- The grant for Downtown Gentlemen's Salon was paid out.
- The grant for Pure Original is still pending.

Executive Director Update:

- We had our holiday party last night.
- Steve is not planning on attending the Main Street America conference this year but does plan on taking classes through the MSA organization.

Old Business: None

New Business:

- Michelle resigned as board president and president.
- Jim is resigning as a board member due to a new job at the Rutland Herald.
- Shannon, president elect, is now taking over as board president.

RRA Update: Matt Merritt

- Tina Clark of Jupiter Rising applied for a \$5,000 grant which was approved.
- Tiffany Cume joined the RRA board.

BOA Update: Bill Gillam

- There is a proposed bond for city streets and sidewalks that will be voted on in the future.

Meeting adjourned at: 8:43am. Next meeting is 1/21/20 at 8am.