



December Board Meeting Minutes | 12/15/2020, 8AM

Present: Steve Peters, Nikki Hindman, Tiffany Keune, Eddie Ryan, Rebecca Buonadonna, Lisa Ryan, Shannon Poole, Tammy Landon, Katye Munger, Jessi Travers-Moulton

Absent: Betsy Franzoni, John Zawitoski, Jen Usher, Janelle Howard, Eileen Coughlin

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

Motion to approve the November Board Meeting Minutes: Approval was postponed to the January meeting due to lack of a quorum at that point in the agenda.

Treasurer's Report:

Treasurer Eddie Ryan read the November Treasurer's Report. Motion of approval for November Treasurer's report: Motion: Rebecca. Second: Katye. Motion approved.

Committee Reports:

Streetscape:

- Lafaso Electric hung the snowflakes on Merchants Row and Center Street.
- Steve and Brennan are scoping out sights for the pedestrian wayfinding signage today with Wood & Wood.
- All holiday decorations got out, and we decorated the mead building.

Marketing: Nikki

- Holiday marketing initiatives:
 - We sent out 15,000 copies of the gift guide in the Rutland Reader and Rutland Herald last week.
 - The DRP purchased gift cards at downtown retail shops, restaurants and services totaling to \$4,200. These gift cards were divided up into Downtown Rutland reusable bags, which were then distributed to downtown retailers. Bags were then given to anyone making a purchase, with the chance of finding a gift card to a downtown business.
 - We're still offering downtown businesses up to \$150 to support holiday advertising and decorating in an easy online application.
- We hired Hannah Diction to take photos of the decorated downtown windows.
- Holiday marketing efforts include: radio ads on z97.1, print ads in the Rutland Reader and Rutland Herald, free holiday specs for businesses, free downtown Rutland bags and shop small materials for businesses, and advertisements on Facebook and Instagram.

- A few locations on the Rutland Art Ramble changed out exhibits this month, and we're working with Sherri at the Chaffee to keep their listings on our website updated.
- We're playing everything by ear right now as restrictions begin to increase.

Events: Nikki

- Holiday event updates:
 - The Downtown Rutland Holiday Stroll promotion ran from November 28th through December 5th.
 - The Window Decorating Contest is in full swing right now with nearly 500 votes. Voting is open through the end of this month, with prizes for the top 3 winners.

Business Development: Steve

- We'd like to move the expense of \$150 holiday reimbursement grants from our marketing budget to our business development budget.
- We received a few applications, but are not yet ready to be approved until next month when more businesses have had a chance to apply.

Executive Director Update: Steve

- Steve created a paid time off policy. This was sent to the board for review.
 - Motion to approve: Rebecca. Second: Jessi.
- Thursday various groups in the state will participate in a restaurant town hall.
- We received an email from someone who believed we should take a stance of opposition against the library moving to the CSJ campus. The board did not feel we needed to do this.

New Business:

- None

Old Business: None

RRA Update: Tiffany Keune

- CARES act funding for the BROCC building is under review.
- Suburban propane will donate parcels of their land for the Rutland Creek Path.

BOA Update: Lisa Ryan

- The BOA will approve the full city budget on Monday.
- Rutland City Fire Department Interim Chief Lovett was appointed as Fire Chief.

The meeting adjourned at 8:32am. Next meeting is 1/19/20 at 8am.