



## Board Meeting Notes

December 21, 2021 | 8AM

---

**Location:** Virtual Meeting | [Zoom Meeting Link](#)

**Present:** Nikki Hindman, Tammy Landon, Jen Usher, Tiffany Walker, Katye Munger, Rebecca Langer, Eddie Ryan, Shannon Poole, Jessi Travers-Moulton, John Zawitoski

**Absent:** Michael Talbott, Janelle Howard, Eileen Coughlin, Ray Lamoria

Meeting called to order at **8:06am**.

### **Approval of the October and November board meeting minutes:**

- Motion: John
- Second: Katye

### **Review of the October and November Treasurer's reports:**

- Motion: John
- Second: Jen

### **Committee Reports**

#### **Streetscape:** Nikki

- The Downtown Holiday Tree is lit, and all decorations are in place.
- The Center Street Scoping Study team is discussing models with a goal of presenting to the public in February 2022.

#### **Marketing:** Katye

- The 2021 Downtown Rutland Gift Guide, featuring 27 participating businesses, is being pushed heavily in print and social media.
- A billboard promoting shopping locally in downtown is up on the New York border.
- Trash can inserts with holiday happenings were distributed last month.
- We gave away gift cards from downtown retailers, restaurants, and activities, in addition to 500 donated gift cards from Dunkin' Donuts during the Holiday Stroll.

- We submitted a full page ad for the Mountain Time's Menu Book highlighting downtown restaurants and attractions.
- We submitted an article to Vermont Business Magazine for the Rutland Perspective edition highlighting new businesses and developments over the past year.
- Bent MediaWorks collected new footage this week and will send new drafts of their proposed Downtown Rutland commercials next week for review.
- Ads on Pandora are running throughout December with a message about shopping locally in downtown.

#### **Events: Nikki**

- The Downtown Rutland Holiday Stroll was held Saturday, November 27th, 2021.
  - 25 businesses participated in the Holiday Stroll. Many stores reported strong sales and visits during the afternoon.
  - Visits with Santa filled up entirely, with many happy families at Wonderfeet Kids' Museum. Keith Hier, our Santa, provided exceptional service and volunteered for any future endeavors.
  - Dunkin Vermont gave away free samples and products in Depot Park in the late morning/early afternoon in addition to donating gift cards to give away.
  - The Holiday Stroll was advertised on Facebook, Instagram, digital newsletters, Catamount Radio, Google Ads, screens at regional Price Chopper Supermarkets, and print ads in the Rutland Herald and Mountain Times.
- The Tree Lighting was held on Friday, December 3rd, 2021.
  - Tom Joyce, our Santa, provided a fun performance for kids and breathed new life into the event, which had record attendance. The Mayor spoke, Mission City provided free hot chocolate, and Green Mountain Music led the group in holiday songs and carols. Special thanks to Jessi Travers, her family, and Bobby Pocquette for assisting with handing out holiday specs and candy canes.
  - The Tree Lighting was advertised on Facebook, Instagram, digital newsletters, Catamount Radio, Google Ads, screens at regional Price Chopper Supermarkets, and print ads in the Rutland Herald.
- The Holiday Window Decorating Contest concluded on December 17th. New categories were appreciated by our winners who were as follows:
  - People's Choice: Taso on Center
  - Best Overall: Taso on Center
  - Most Classic or Nostalgic: Timco Jewelers
  - Most Creative: Make it Sew
  - Most Colorful: Camille's
  - Most Festive: Amber Sprott Boutique
  - Best Use of Merchandise: Fruition Fineries
  - Special thanks to our celebrity guest judges, Carrie Allen of Heritage Family Credit Union, Arwen Turner of Come Alive Outside, and Sherri Berkheimer Rooker of Chaffee Art Center.
- Eric Mallette booked Badfish for Friday Night Live on July 15th, 2022

- Nikki continues to meet with the Winterfest planning committee to discuss 2022 events. We have another check-in this week to finalize the dates for next year.

**Business Development: John**

- New grant applications to review:
  - 87 State Street - Chris Sabataseo
    - Motion: John
    - Second: Tammy
    - Approved for \$2,000 out of the DRP account
  - Muckenschnabel's - John Cioffi / Joe Sharps
    - Motion: John
    - Second: Jen
    - Approved for \$2,000 out of the DRP account
  - Rutland Area Food Co-op - Jeffrey Reel
    - Motion: John
    - Second: Katie
    - Approved for \$2,000 out of the DRP account
  - 52 Center Street - Jeff Sanborn
    - Motion: John
    - Second: Jen
    - Approved for \$2,000 out of the DRP account
- We discussed the outstanding grant applications and recommend a 90-day period as of January 1, 2022.

**Executive Director Update: Nikki**

- Attended the BROCC refrigeration unveiling, which expanded their food bank capacity by over 6,000 pounds of meat and dairy.
- Participated in an interview with WCAX about new businesses opening in downtown.
- Wild Kind Toys is now open at 31 Center Street.

**New Business**

- New Board Member application: Tiffany Walker
  - Motion: Jen
  - Second: Jessi

**Old Business:**

- None

**Liaison updates**

- **Board of Aldermen**
  - No liaison present
- **Rutland Redevelopment Authority**

- President Dave Cooper resigned
- **Parking Garage**
  - No liaison present

**The meeting adjourned at 8:46am.**

---

**Next meeting:** January 18, 2022