



Board Meeting Minutes

December 20, 2022 | 8AM

In Attendance: Tiffany Saltis, Brian Budrow, Katye Munger, Tammy Landon, Tiffany Walker, Eileen Coughlin, Kiana McClure, Janelle Howard, Jen Usher, Jaziah DeRosia

Absent: John Zawitoski, Eddie Ryan, Jessi Travers, Michael Talbott

1. Meeting called to order at 8:03
2. Approval of the November board meeting minutes
Motion to approve: Jen Usher
Second: Tiffany Walker
3. Review of the October and November treasurer's reports: Eddie Ryan, the board treasurer, was not present. Therefore, the Oct. and Nov. treasurer's report was not reviewed. The review is postponed until January 2023.
4. Committee reports
 - a. Streetscape
 - i. Wayfinding signs will be updated in spring 2023. Installation will be easier and more businesses will be added to the directory. One sign was damaged near City Hall. The sign will be reinstalled but will be moved slightly to lessen the chance of similar damage in the future. The sign was likely knocked down by a delivery truck backing up, so a new location for the sign makes sense.
 - iv. Casella has a running list of trash cans that need replacing. This will be happening soon, though we were not given a date. We've mentioned our interest in replacing the cans with different designs. The current cans have many mechanisms and are susceptible to breakage. A more sustainable model would increase the longevity of the cans and a different design may not encourage folks to leave trash on top of the cans. We are also hoping for cans that have a higher capacity, though trash removal will be increased from 1 pick up to 2 pickups weekly in spring 2023.
 - v. The BOA has invited the DRP to join parking committee meetings. Going forward, DRP will be more involved in the discussions surrounding the proposed downtown parking meter increases.
 - b. Marketing
 - i. DRP has holiday/winter marketing spreads in NYVT Media, Mountain Times, Killington's World Cup program, Explore Magazine, Rutland Herald, Catamount Radio, and Mud Radio.
 - ii. The Downtown holiday gift guide was mailed to about 7,000 homes around Rutland. All 24 businesses who participated were featured in the gift guide.
 - iii. DRP continues to provide a monthly column to the Rutland Herald.



- iv. The Holiday Window Contest is underway. The judges — LaKeiah, Gordon, and Emilio — will be out viewing windows and judging tonight. The public has been submitting votes for the People’s Choice award. Currently, Last Cup Cafe is leading the contest. People who vote have been entered to win prizes, including a \$50 downtown gift card, Paramount tickets, and more.
- v. DRP is sending holiday cards to past sponsors and community partners to spread holiday cheer and to thank them for their support over the past year.
- vi. Our org joined the Rutland Area Marketing & Development Network to be in the know about area events and initiatives.

c. Events

ii. Holiday events

- 1. Our annual Tree Lighting event was incredibly successful. Easily over 300 people were in attendance. Over 200 kids decorated ornaments at Wonderfeet Kids’ Museum. Our Santa was a hit, and many folks enjoyed the hot cocoa from Mission City Church and Dunkin Donuts goodies. Kids received candy canes and light specs. We hope to grow this event even more next year — in attendance and free activities provided.
- 2. We gave away 150 gift bags at the Holiday Stroll featuring a map with participating businesses, Dunkin Donuts hot cards, downtown business gift cards, treats, Wonderfeet family passes, winter Come Alive Outside passports, and other goodies mixed in. Attendance was not robust, as the event conflicted with the Killington World Cup. We are in favor of moving the event date to a different weekend next year.
- 3. Window Contest

iii. Brewfest committee meetings are happening on a monthly basis. They will ramp up closer to the event.

iv. The first Friday Night Live meeting took place with Eric Mallette to discuss the 2023 Friday Night Live series. He’s going to begin the search for talent, and we are flexible with event dates in order to secure the best names possible.

d. Business development

- i. New grant applications: Euphoric Hair Salon
- ii. Existing grant applications: Digital Repair Surgeons, Two Shea’s, Angler Pub
- iii. DRP discussed our grant program with Green Mountain Fungi, a future downtown business.

5. Executive director update

i. DRP continues to support TIF District developments.

ii. Downtown Transportation Fund

The Department of Housing and Community Development announced the availability of



approximately \$3,600,000 in DTF grants to support revitalization efforts in Designated Downtowns and eligible Designated Village Centers. DRP is joining discussions to community partners led by RRPC to see if a downtown grant project would be feasible.

iii. DRP is helping with the Rutland City TAP project around the Amtrak station.

iv. Community relationships

1. DRP filmed a PEGTV holiday greeting.
2. Tiffany joined 7 others as a celebrity server in the annual Community Cupboard's Celebrity Server event. Working together, the event raised \$25k to help feed the Rutland community.
3. Tiffany served as a Vermont Arts Council grant panelist for the Creative Futures Grant Program. This is a good service to provide, and it will be beneficial to understand grants from all angles.

6. New business

- i. DRP joined a Vermont Council on Rural Development Effective Grant Writing workshop to strengthen our grant writing.
- ii. DRP joined an ARPA Resource Meeting to better understand what resources are available for our constituents.

7. Old business

- i. A new DRP office is still being considered.
- ii. We sat down to review the community 360 report we received from Cobalt Community Research. It was very informative and interesting. If anyone wants access to it, they may email DRP staff. It covers everything from leakage to walkability scores.
- iv. We had a productive meeting with the RRA about strengthening our relationship and synchronizing our efforts when applicable moving forward.

8. Liaison updates

a. Board of Aldermen

Representative Larry Cupoli was appointed to Chris Ettori's vacant BOA seat. Matt Whitcomb will vacate his seat in early January; mayor has indicated he will not reappoint and leave it to voters. The remaining 1 year of both seats will be on the ballot on Town Meeting Day, March 2023, along with the six 2-year BOA seats regularly on the ballot.



Parking — Rates and fines remain in committee. Please note that the proposal discussed at a recent BOA meeting was to raise the *maximum* meter rate in the city to 75 cents per half hour and did not mean all meters would be raised to this rate; implementation of specific rate zones would come later, after DPW completes an inventory of existing meters.

One-percent local option tax will be on the ballot on Town Meeting Day, March 2023. Rutland Town already has this same tax, so Rutland City residents are accustomed to paying it when they shop at places like Home Depot and Hannafords. The majority of those paying the tax in Rutland City will be non-residents. Estimated to generate at least \$1.2m/year for the city to reduce property tax burden. The hope is to use this to fund our capitol improvement plan; now we have to build these costs into the city budget or bond for them.

New noise ordinance adopted. The city did not have a detailed or enforceable noise ordinance. This will allow the city to address vehicles with modified exhaust and “crackle pop” that has been a source of complaint for residents for more than a year.

b. Rutland Redevelopment Authority

Center Street Scoping Study - The scoping study certification and acceptance letter are being prepared.

Reimagine Depot Park - The Board of Alderman met on 11/7 and recommended that the City apply for the Better Places grant in 2023 for Depot Park. The grant application went live online last week. Will be meeting with Arwen Turner and Kim Peters to process the initial forms.

BIAP Grants - A \$5,000 BIAP grant was awarded to Jay Sabataseo for Giuseppe's Italian Market on Center Street.