



Board Meeting Minutes

December 19, 2023 | 8AM

In attendance: Katy Mungler, Casey McNeil, Jadziah DeRosia, Andy Paluch, Sunita Dholakia;
Liaisons: Ed Bove and Kiana McClure; DRP staff: Hali Issente and Tiffany Saltis,

Absent: Eddie Ryan, Eileen Coughlin, Tiffany Walker, John Zawitowski

1. Call meeting to order at 8:05 am
2. Approval of the November board meeting minutes
 - a. No quorum at that time to approve the minutes
3. Approval of November treasurer report
 - a. No quorum at that time to approve the report
4. Liaison updates
 - a. Board of Aldermen – update from Kiana McClure
 - i. Parking Updates:
 1. ParkMobile has been officially “rolled out” downtown with green signage and green stickers
 2. Meter kiosks/machines will be replaced soon
 3. Two are being replaced as a trial
 4. If there are problems with kiosks, report to DPW
 - b. Rutland Redevelopment Authority – update from Ed Bove
 - i. RRA is working on a coordinated flow for grants with Mayor Mike Doenges
 - ii. Received HUD grant, will do housing needs assessment for the city and housing downtown assessment
 - iii. Amtrak project: continues with some adjustments and there will be visible improvements next year
 - iv. Other updates: Ed is bringing developers to the city to see spaces (and review opportunity for housing downtown)
5. Treasurer’s Report
 - i. Andy — Made a call to discuss the Treasurer's Report provided for the BoD meeting and expressed concern about the office fit-up construction coming in more than 150% over budget
 - ii. Tiffany – Noted that Eddie was absent
 - a. Questions and concerns:
 - iii. How was the project overseen? How were decisions made?
 - iv. Are any costs negotiable?
 - v. Estimate was \$30,000; final cost was \$80,000
 - vi. Reducing spending on advertising and grant funding (some suggestions made by the Treasurer)
 - b. Katy: In 2024, we will have a fundraising committee focused on additional sponsorships, an appeal for donations, and fundraising events. Moving forward,



we will have creative and adaptive fundraising.

- c. Note: Future fundraising would not retroactively support the new space build.
 - d. Purpose of the space: A vibrant downtown space that helps drive folks to stores, serving as both a “welcome center” as well as a space for pop-ups; to quote, “The space needs to drive folks downtown.”
6. Committee reports
- a. Events & Marketing
 - i. Reflection of Holiday events
 - 1. Jingle Bell Shop
 - a. Sold 215 tickets; 225+ total guests (as volunteers for the Tree Lighting and at the event received complimentary tickets)
 - b. Ticket sales: \$5,150
 - c. To date, most merchants (who completed the feedback survey) had a positive experience and better sales
 - d. Vendors also had positive experiences, some with limited sales and some with hundreds in sales (specific to their category: alcohol, food, or crafts)
 - e. Positive testimonials received from guests, merchants, and vendors (to be shared once the survey is complete)
 - iii. Window Contest
 - 1. 23 participating businesses
 - 2. 264 votes cast
 - 3. People’s Choice Winner: Last Cup Cafe with a staggering 95 votes (35.98% of total votes)
 - 4. Three community judges:
 - a. Kim Griffin, Executive Director of The MINT - Rutland's Makerspace
 - b. Colleen Shattuck, Program Director at the City of Rutland’s Recreation and Parks Department
 - c. Christian Rudy, Program and Outreach Manager at Come Alive Outside
 - 5. Winners to be announced on Thursday, 12/28
 - b. Streetscape
 - i. Downtown parking
 - 1. Free parking on Saturdays in the Parking Garage
 - 2. Remember! They are a willing partner for parking garage ticket validations; you can purchase them for customers, for event attendees, etc.
 - c. Business Development
 - i. No new grant applications submitted.
7. New business
- a. Downtown Vibrancy Fund update



- i. As outlined in the Treasurer's report, we have several different activities:
 1. Install modular bike lockers (\$10,000)
 2. Hire staff member with expansive grant writing and fundraising experience (\$5,000)
 3. DRP Office Weekend Staffing (\$5,000)
 4. Downtown business and consumer survey
 5. Building and business inventory
 6. Downtown program evaluation
8. Old business
9. Executive Director update
 - a. Better Connections and Downtown Transportation Fund
10. Additional notes:
 - a. We will have a special meeting in January re: Treasurer's Report
11. Call meeting to end at 9:10