



### **April Board Meeting Minutes | 4/21/2020, 8AM**

**Present:** Steve Peters, Hilary McCoy, Tammy Landon, Janelle Howard, Lisa Ryan, Eddie Ryan, Betsy Franzoni, Nikki Hindman

**Absent:** John Zawistoski, Shannon Poole, Matt Merritt, Jen Usher, Katye Munger, Rebecca Buonadonna

Meeting was called to order by Treasurer Eddie Ryan at 8:08am.

**Motion to approve the April Board Meeting Minutes:** Motion: Betsy. Second: Tammy. Motion approved.

### **Treasurer's Report:**

Treasurer Eddie Ryan read the treasurer's reports for February, March, and April. Motion: Betsy. Second: Hilary.

### **Committee Reports:**

#### **Streetscape:**

- Hanging baskets and plant pots will go out in the beginning of June. The Garden Club will be planting the boxes according to schedule.
- We are holding a Downtown Green Up Day to clean up trash at a safe distance on Saturday, May 30th. We have 3 quadrants left to fill out of 9.
- Steve presented a plan to add 8 temporary 10-minute curbside takeout parking spots in Downtown to the Board of Alderman, which was approved on May 18th.
- Steve is working with Brennan and the RRPC to improve Center Street to support restaurants and businesses with limited capacities.
- We are in need of a new Streetscape Coordinator. This is a seasonal position that averages 10 hours/week and pays \$13/hour. Responsibilities include: picking up trash, working with volunteers on cleanup days, and helping to coordinate various tasks.
- We plan to put up cigarette bins when it's safe to do so.

#### **Marketing: Nikki**

- Website is up to date with current business offerings. Retail opened with limited capacities as of May 18th. We're hoping to hear about salons, gyms, and restaurants in the near future.
- The app is currently in the process of getting rolled out to the Google Play Store and Apple App Store.
- We finished up our weekly email series with 5 ways to support downtown businesses on Mother's Day Weekend.

- We will be in the Summer edition of Rutland Magazine.
- We have been speaking with Domino's about a downtown punch card to encourage folks to visit restaurants and businesses. We're still ironing out details on how that's going to work.
- We made a mural rack card and Nikki is working on trash can inserts to promote the app.

**Events:** Nikki

- We met with Eric to talk about the fate of Friday Night Live. He suggested setting a "drop dead" date for the event in order to inform the performer and the usual vendors. It seems like most New England cities are waiting until Labor Day weekend to plan events.
- We had an events committee meeting on May 13th, where we discussed Summer dates and virtual event ideas, including scavenger hunts.
- We are open to brainstorming ideas for virtual events, or events that can benefit downtown businesses without violating social distancing guidelines.

**Business Development:** Steve

- A new grant application came in from Brooke at Center Street Alley, requesting \$2,000 for the fence that fell down. Nikki and Steve met with Jay Sabatano, the property owner, and he does not want that type of fence to go up and that he has different plans for the space near the alley. Steve is recommending that we do not vote on the grant today.
- To date we've given out \$11,500, and we have \$8,500 remaining in the budget this year.

**Executive Director Update:** Steve

- In regards to using outdoor space - we had a call with restaurants and bars about how they would like to use additional space when they can reopen for dine in services. The consensus is that takeout spaces are best for now as opposed to parklets.
- The state is working on funding and guidance for using public spaces.
- Steve heard (unofficially) that we will receive the grant from the state for pedestrian wayfinding signage.
- Shannon and Steve have been chatting with local economic development organizations on ways to collaborate.

**New Business:**

- Steve and Eddie worked on two budgets for the next fiscal year, one with the typical Summer events and one with alternative uses for funds that would typically be reserved for Summer events. We would use event funds for:
  - Funds to revisit downtown campaigns this Summer, like a shopping and dining passport with a grand prize
  - We'd put more funds toward the Sip + Shop, assuming we are able to have that by October
  - We'd allocate funds for a community art project
  - We'd like to improve streetscape initiatives, including pole banners

- Grants to expand services like outdoor dining
- Tammy suggested grant dollars for cleaning products and Betsy suggested grants for PPE
- Steve and Eddie will ask for approval for budgets by the end of the week by email.
- Typically, we have our Annual Meeting at the beginning of June. This year the meeting will have to be virtual.

**Old Business:** None

**RRA Update:** Matt Merritt (absent)

**BOA Update:** Lisa Ryan

- The Board unanimously approved the 8 locations for the curbside signs to go up.

Betsy made a motion to adjourn. Tammy seconded.

**The meeting adjourned at 8:48am. Next meeting is 6/16/20 at 8am.**