



Board Meeting Agenda

May 16, 2023 | 8AM

In attendance: Tiffany Saltis, Brian Budrow, Tammy Landon, Eddie Ryan, Tiffany Walker, Jessi Travers, Jadziah DeRosia, Jennifer Usher, Casey McNeil, Sunita Dholakia

Absent: Katye Munger, Eileen Coughlin, John Zawitoski, Kiana McClure

1. Meeting called to order at 8:04
2. Approval of the March board meeting minutes
Motion to approve: Jennifer Usher
Second: Jessi Travers
3. Review of the April treasurer's reports
4. Executive Director update
 - i. DRP office update: 28 Center Street. Trying to orchestrate volunteers for the move. Tiffany met with the Rutland Historical Society to create some history panels for the interior. 4-6 panels will be created. Tentative move-in date of mid-June. Cleaning out current office in the next two weeks. Jadziah has a box truck that could be helpful in the move. Brian has contacted two businesses for quotes. Construction could begin as early as this week.
 - ii. Downtown Designation Renewal: We will assist the RRA and the City with this, especially around showing off the successes and downtown stories. We'll be meeting with a committee on finalizing a strategic plan for the next 5 years which will be included in the renewal application.
5. New business
 - i. FY24 Work Plan: 2023-2024 Work Plan has been sent to the board. Highlights include funding request remaining the same, draft budget was overviewed in the April board meeting. Marketing and events focus will be to create return visits. Create high quality streaming videos to hit our target audience. Grow digital marketing assets, increasing reach. Staying current as far as trends and patterns. Keeping local advertising, and looking at national advertising. Networking through meetings and events. Branding being created to compliment current branding. Events planned: 3 FNL, Holiday Stroll (whole month of shopping incentives), 2 Sip and Shops, and a Fundraising event. Window contest, tree lighting will continue. Be a resource for other events in downtown, such as Pride. Business development will be increased so we can offer more grant opportunities. Becoming more proactive in letting people know about grant opportunities. Streetscape increased from last year. Supporting Rutland Parks and Rec to take over streetscaping. Sidewalk sweeping, weeding, etc will all fall under Parks and Rec. DRP will still facilitate volunteers and garden club.
6. Old business
 - i. DRP board of directors: We have two new board members attending today: Casey and Sunita. Please welcome them.



7. Liaison updates
 - a. Board of Aldermen: N/A
 - b. Rutland Redevelopment Authority
8. Committee reports
 - c. Streetscape
 - i. Park and Rec taking over streetscape as mentioned above.
 - ii. Parklets: they're out and looking great. Tables will be supplied to Masala Corner since a parklet won't fit there.
 - iii. Greenup Day: Over 500 pounds of litter picked up downtown. Friendly competition. Subaru won. We will put an ad in the Rutland Herald as a prize. First volunteer from the court came out for Greenup Day.

 - iv. Community service program: DRP has agreed to begin a volunteer program as part of Rutland Drug Court. This will provide opportunities for folks looking to fill community service hours.
 - d. Marketing
 - i. Sip and Shop attendance was good. FNL we will do a "save the date" post. Mentioned in Rutland Herald, and did a press release. Social media intern wrapped up due to graduating. We will work with area schools to get another intern.
 - ii. Clean campaign to incentivize community buy-in. Make cleaning up a habit, taking pride in what the businesses look like on the outside and the overall look of downtown.
 - e. Events
 - i. Annual Meeting: June 21 evening @ Taso on Center. Snacks, presentation, walkthrough of the new space. Warn in the local papers.
 - ii. Sip and Shop: The event happened on May 11th. One vendor cancelled, but it worked out. We moved food into Divine from Wonderfeet. 8 volunteers. Check-in worked great. Tiffany was able to get photos for future marketing. The app worked pretty well. We may tweak for the future, as it only left 8 minutes per shop to go to every shop. 88 people downloaded the app. 29 people went to every stop. Close to 200 people signed up. Many signed up the night before and the day of. This was a much younger crowd than in the fall. RYP made a good showing. Bathrooms were provided.
 - iii. FNL—July 21, August 11th and September 1. Gearing up with vendors. There is a lot of interest. Looking at extending street closure to West Street. Stage would need to be adjusted. Marketing designs are being updated with more of a concert series feel. Shirts will be made. It will have more of a festival feel. Looking into more experiences including Rutland Beer Works, Wonderfeet. Special labels will be created for the lager and the proceeds will go to a nonprofit.
 - f. Business development
 - i. DRP grants - There are four submitted grant applications waiting for review.



These applications will be reviewed at the end of June and ready to be awarded funding in the new fiscal year when the grant funding is replenished.

ii. RLF - The Revolving Loan Fund revisions will go in front of the Board of Alderman for final approval. Brian worked with the RRA as part of a small committee to refresh the program.