



## **Board Meeting Agenda** October 18, 2022 | 8AM

In Attendance: Tiffany Saltis, Brian Budrow, Tiffany Walker, Katye Munger, Michael Talbott, Janelle Howard, Eddie Ryan, Kiana McClure, Jen Usher, Jessi Travers, Tammy Landon

Absent: John Zawitoski, Rebecca Langer, Eileen Coughlin, Jadziah DeRosia

1. Meeting called to order at 8:03
2. Approval of the September board meeting minutes  
Motion to approve: Jen Usher    Second: Tiffany Walker
3. Review of the September Treasurer's reports
4. Committee Reports

a. Streetscape

- i. Streetscape Coordinator Ian Bard has left.
- ii. Corn stalks have been put up around downtown.
- iii. Request for committee meeting through BOA: We will attend the next Board of Alderman meeting to request that downtown streetscaping projects be referred to the rec committee. We want to discuss how to effectively meet the demand of maintaining downtown sidewalks and other beautification efforts. Our goal is to open this discussion with the BOA, Rec Department, and DPW to address this need and find a solution going forward.
- iv. Center Street parklets are coming down today.

b. Marketing

- i. We had a meeting with VT Dept. of Tourism to build a better relationship. We will send suggested updates for their Rutland information as well as information on upcoming events.
- ii. Updated ads in Explore Magazine and the Discover Map. Campaign currently running on YouTube
- iii. Nextstar sent us a marketing proposal. We would send a calendar year of events and they would quote us what an annual deal would be. We are considering this.

iv: Sip and Shop marketing includes Instagram and Facebook ads, Google ads, Rutland Herald, and Rutland Reader as well as social media posts.

v. Holiday Gift Guide - We are meeting with Shandi Marie this Friday to coordinate gift guide photos.

vi: DRP created a Tik Tok channel

#### c. Events

i. We have 21 businesses signed up to participate in the Sip and Shop, there is potential for more. The MINT is participating as they have a holiday pop up location on Merchants Row. We are trying to secure the last few vendors. Check in will be at the Paramount Theatre. We'll need 4-5 volunteers to help with check-in as we'll also be handing out bags this year to a limited number of attendees.

ii. Holiday Events include the Tree Light on Friday, November 25 and the Holiday Stroll Saturday, November 26. For the Tree Lighting, we've booked a Santa, and Mission City will be offering hot cocoa again this year. The MINT is making ornaments which will be available for families to decorate at Wonderfeet from 5-7 pm. This way they have the opportunity to decorate their free ornament before or after the ceremony. We've reached out to Donuts of Rutland to see if we can get some munchkins or other treats to offer attendees.

For the Holiday Stroll, we will hand out bags with goodies, including gift cards, treats, and a couple of bags with larger prizes. We also will be receiving some Small business swag from American Express.

iii. We have not met for Brewfest yet, but we are fine tuning our list of committee members. The event will be planned for late spring, which we believe will take the place of the Spring Sip and Shop.

iii. We are considering a Monthly Parents Night Out, which is being brainstormed with the Boys & Girls Club as a fundraising opportunity. We are thinking of offering a 2 hour window where folks can drop off their children at the Boys & Girls Club by donation or a small cost. We can pair this with events or other incentives with the partnership of downtown businesses. Ideas include a coupon for free dessert with the purchase of two entrees, 10% off event ticket, etc.

#### d. Business Development



i. New Grant applications: Mountain Girl Cannabis requests \$2,000 for facade improvement, which DRP approves. Digital Repair Surgeons have requested \$2,000 for expanding business which needs more clarity. The application is not quite ready yet for approval.

ii. Dark Shadows Entertainment has requested assistance in finding a permanent location in downtown.

#### 5. Executive Director Update

i. DRP met with Thomas Franco and Consolidated Communication to discuss a public wifi option. We are waiting to hear a cost estimate.

ii. Met with Andrew Strniste and the state to discuss securing a NDA Designation for the immediate area surrounding downtown. Tiffany will be continuing this with Andrew and providing support where applicable.

#### 6. New Business

i. We received the Cobalt Community Research - Community360 Report which is a metrics report of the City of Rutland. It has information on resident demographics, commerce, housing, transportation metrics and more. This may help us make strategic decisions.

#### 7. Old Business

i. DRP Office - still looking for a new space.

#### 8. Liaison updates

a. Board of Aldermen - CEDRR seeking funding for regular marketing initiatives, which is a great ROI. For the Scoping Study, the 1-way design was endorsed. The next step will be an engineering study. Depot Park is moving forward with the Better Places Grant. Finance committee will meet this week about remaining ARPA funds. The City website will be launched by the end of the month. TIF committee continues to work with consulting firm as to be in a good position before applying.

b. Rutland Redevelopment Authority