



Board Meeting Notes

September 21, 2021 | 8AM

Location: Heritage Family Credit Union's [Ron Hance Operations Center](#) | [Zoom Meeting Link](#)

Present: Nikki Hindman, Shannon Poole, Tammy Landon, Jen Usher, Janelle Howard, Tiffany Walker, Michael Talbott, Katy Munger, Eileen Coughlin, Rebecca Langer, John Zawitoski, Jessi Travers-Moulton

Absent: Eddie Ryan, Stephen Montanez, Ray Lamoria

Meeting called to order at **8:04am**.

Approval of the August board meeting minutes:

- Motion: Katy Munger
- Second: Jen Usher

Review of the August Treasurer's reports:

- Notes: Treasurer Eddie Ryan was absent.

Committee Reports

Streetscape: Nikki

- The Transportation Information Council officially approved the pedestrian wayfinding signage on September 9th, and the Steering Committee approved the final designs of both the Depot Park Kiosk and the 15 accompanying street signs last Thursday. The final updates were submitted to Wood & Wood's graphic designer early last week, and we are waiting on an update with a possible installation schedule.
- I have been working with Steve Costello and Kathryn Wieggers to find homes for murals that she is donating to the city of Rutland. We will be receiving at least two murals – a "thinking man" at the Earth Waste Building on the corner of Wales and Center, and hopefully an 8x20" woodland fairy scene for parking garage hallways access to Center Street.

- I've also been working with Jennie Gartner of the NAACP to find a home for a mural they received funding for a BIPOC artist to create. The mural found a home at Eileen Coughlin's 60 Center Street building and will be installed in the Spring.
- Green Screen Graphics hung the rest of the new pole banners around downtown.
- Castleton University Students weeded many of the downtown sidewalks and painted some of the meter poles and the crosswalk on Center Street with help from the RRPC last month.
- DuBois and King held a public input session for the Center Street Scoping Study at Friday Night Live on September 10th. We're currently running an ad promoting their survey that concludes at the end of the month.
- We've ordered corn stalks from Grabowski Farms which we plan to distribute them next week.

Marketing: Katye

- Bent MediaWorks filmed downtown on Saturday, September 4th. They caught much of the farmers market, the downtown streetscape, and stopped into some retail shops. They will be returning this Friday to get shots of people at Friday Night Live.
- Nikki spoke on Vermont Viewpoint on WDEV in Waterbury with Steve Costello about the creation of the Sculpture Trail and downtown art last week.
- We met with Studio Mini to update their directory listing, and Kasey will be conducting an interview with them to tell their story and explain services.
- We're currently advertising Friday Night Live on Catamount Radio's 97.1.
- Nikki submitted a full page ad for the NYVT Media Fall Guide.
- Kasey is working on revamping the services page of the website that highlights ground floor, walk-in businesses and separates them from office-based businesses and organizations.

Events: Nikki

- The first Friday Night Live was held on September 10th. The event was successful and attendees were very happy. We have our next event this Friday, the 24th, with more vendors and Into The Mystic headlining. Attendees seemed to pass through the event as opposed to staying for long periods of time, which was more covid-friendly than the typical attendance. Food options were by far the most popular attraction, but vendors also reported successful evenings. We're adding more trash cans and tables this week. Despite the popularity of the performing artist, a fraction of the attendees stayed for the performances. It's unclear whether this was due to covid, the colder evening temperature at a September event, or if the music wasn't the attendance driver that it's been in the past. We'll be looking at this when planning future Friday Night Live events.
- The events committee met last week and made a decision to postpone the Fall Sip + Shop until we can safely gather indoors.

Business Development: John

- Grant application: Camille's Experienced Clothing

- Notes: Camille's has applied for a \$2000 grant for work that has been completed. The work totaled just over \$2000. Committee suggests \$1000 grant, as we normally supplement projects, not pay in full.
- Motion: Jen Usher
- Second: Tammy Landon
- Diamonds and More's facade improvements are complete, and we will be paying out their grant later today.

Executive Director Update: Nikki

- Senator Kesha Ram-Hinsdale, who sits on the Vermont Senate's Community and Economic Development Committee, visited Rutland City last week. Nikki took her on a tour of downtown and discussed successes and needs of the district.
- The Center Street Stakeholders met last week to discuss the end of the season for the downtown parklets. The last weekend in use will be Indigenous People's Day Weekend.
- Nikki organized a meeting with the new lessee of the former Coffee Exchange space, Sunita, with Brennan Duffy of the RRA, Tyler Richardson of CEDRR, and Andrew Strniste of Planning and Zoning. We presented her with grant and permit information for the new Indian Restaurant she is planning to open.
- Kasey and Nikki met with Bill Bonsignor of the Tapestry Program yesterday to discuss new program options for Rutland County after school programs, including students visiting downtown to do tours on the app, visiting the library, and learning how to ride The Bus.
- Nikki participated in a Tourism Recovery Roundtable Discussion with the State of Vermont at The Paramount Theatre last month, where we discussed the future of tourism and the needs of Downtown Rutland.
- Nikki is attending the Vermont Downtown Directors Retreat tomorrow.
- Nikki is assisting in the creation of the Vermont Downtown Coalition, to advocate for more support for the downtown program from the state.
- Keeping an eye on Covid updates as cases start to rise again in Rutland County.

New Business

- None

Old Business:

- None

Liaison updates

- Board of Aldermen
 - Approved Halloween parade and 5K permits
 - Forgave loan on Tuttle block
 - TIF district. Put together an RFP. Looking to hire a consultant.
 - VT Farmers Food Ctr has a new dev project.
 - Wander on Words looking to paint mural on City Hall.

- New city website is on the way!
- **Rutland Redevelopment Authority**
 - Board is looking on a new review process. Looking at a new review project. New survey that will go out to partners to see how RRA is serving the community.
- **Parking garage**
 - Absent

The meeting adjourned at 8:23am.

Next meeting: October 19, 2021