



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

Present: Jen Usher, Steve Peters, Hilary McCoy, Shannon Poole, Tammy Landon, Katye Munger, Janelle Howard, Lisa Ryan, Matt Merritt

Absent: Eddie Ryan, John Zawistoski, Betsy Franzoni, Rebecca Buonadonna

Meeting was called to order by President Shannon Poole at 8:06am.

Motion to approve the February Board Meeting Minutes: Motion: . Second: . Motion approved.

Treasurer's Report:

Treasurer Eddie Ryan was absent. The treasurer's reports will be sent out as soon as they're available.

Committee Reports:

Streetscape:

- 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.
- The winter greens from the planters are out and the gardens are cleaned up.
- We plan to put up cigarette butt bins when it's safe to do so.

Marketing: Nikki

- Website is up to date with current business offerings. According to the ACCD, non-essential retail can begin to reopen in phases starting on 4/20. We'll be keeping an eye out for businesses reopening for curbside service in the coming weeks.
- We've been working on the app and are ready to launch in the near future.
- Our Castleton intern, Max Tempel, worked on a downtown guide for college students, which we will be refining.
- Nikki is working on coloring pages featuring downtown buildings and hosting a contest for submissions.
- Each week in April we've sent out short, 5-item lists of ways to support downtown.

Events: Nikki

- We have paused summer event planning, not knowing what the summer will look like. This is typically the time of year when Steve solicits sponsorships for our events, when we work with Eric to secure the acts for Friday Night Live, as well as work to confirm

vendors. This is all on hold for the moment. People are not in the mindset to think about or schedule events. All events are currently on hold due to COVID-19 concerns.

- We are open to brainstorming ideas for virtual events, or events that can benefit downtown businesses without violating social distancing guidelines.

Business Development: Steve

- Grant application came in last week but it was missing supporting information.
- Canceled the March workshop on hiring and the April workshop on Instagram.
- Steve and Nikki are working to create a new section of the website focused on educating businesses on various topics via blog posts. We think this could be particularly useful for some businesses right now, including information on how to set up online stores and best communicate on the range of digital platforms. Since we can't hold in person workshops right now, these blog posts will hopefully provide some level of merchant education.

Executive Director Update: Steve

- Nikki and I are both working from home right now. I am picking up the mail once a week from the post office and am stopping by the office to organize bills for the bookkeeper, Steve M. Nikki and I are in touch daily.
- Final draft for the strategic plan was released for review from Camoin.
- Our SBD vote went out last month. Our auditor has received the information and thinks she will be able to compile the votes this week.
- We created a downtown property owner database to build upon in the future.
- We're keeping ourselves informed of all of the resources that are being developed in regards to the virus. We're also maintaining resource lists for businesses on our site. We are sending out more frequent emails to communicate new information to businesses and the community. Steve is in regular contact with other organizations, both locally and throughout the state, especially as details regarding business loans become available.
- Steve's been taking courses with the Main Street America organization. He put together a list of blighted properties and improvements.

New Business:

- Ideas for ways we can support downtown:
 - Making care packages available from downtown businesses with marketing dollars.
 - Perhaps a raffle for the public with downtown items, like chocolate, wine, books, comfy clothes, gym wear.
 - Jen suggested food from the co-op as a giveaway.

Old Business: None

RRA Update: Matt Merritt

- RRA buyup loans of \$5,000 and \$10,000 loans was launched last month. 13 applications first round, 12 approved.

BOA Update: Lisa Ryan

- The BOA added an additional \$30,000 for the second round of the RRA buy up loans for a total of \$70,000.
- General committee meeting is tonight at 5:30pm to go over the city master plan. The draft is online and available for review.
- City Hall is open by appointment only. Temps will be taken at the door prior to entry.
- Chief Kilcullen has been providing live updates to the city about the operations of the emergency organization.

The meeting adjourned at 8:49am. Next meeting is 5/19/20 at 8am.