



Board Meeting Agenda

April 18, 2023 | 8AM

In attendance: Tiffany Saltis, Katye Munger, Eddie Ryan, Tiffany Walker, Jessi Travers, Jadziah DeRosia, Kiana McClure, Jennifer Usher

Absent: Tammy Landon, Eileen Coughlin, John Zawitoski, Brian Budrow

1. Meeting called to order at 8:03
2. Approval of the March board meeting minutes
Motion to approve: Jessi Travers
Second: Tiffany Walker
3. Review of the March treasurer's reports
4. Committee reports
 - a. Streetscape
 - i. Trash cans – Meeting with Casella was good, there are trash cans that might be removed to eliminate the overflow. Doing research to find designs for new trash cans that will last longer. The current ones are damaged and older and aren't ideal to advertise on. Will be phasing out those damaged cans.
 - ii. Tree pits on Center Street are a temporary solution until the redesign happens.
 - iii. Parklets—Rollout date May 3rd. Met with Planning commission, Fire, EMS, DPW. Building a parklet for Taco Fresco. May have bistro sets for Masala Corner as there is no space for a parklet. MOU will be done this year again to be sure the parklets are being utilized. There may be a contest for “best parklet” so they will be made more inviting. The parklets will have food and beverage use other than Wild Kind which will be for family use.
 - iv. Rutland PD—Brainstorming a program to help people that need community service hours. Maybe weeding, picking up litter, beautification projects. Sending a list to the PD this week for the tasks we want help with. Nice way to instill a sense of community and get volunteer hours completed.
 - b. Marketing
 - i. Sip and Shop advertising is in full swing. 98.1, 97.1, front page banners in Herald and Reader. Looking for different ways to market Sip and Shop. Already seeing sales. Nice spread in Okemo Magazine. Has over 40,000 for metrics. Good for people who are planning trips to Vermont. Press release going out this week for both Sip and Shop and FNL.
 - c. Events
 - i. Sip and Shop May 11th. HFCU will be presenting sponsor. All vendors are lined up. Still looking for one alcohol vendor to pair with Wild Kind. Potentially 2-3 more food vendors. Encouraging restaurants to stay open later that night.



ii. FNL—July 21, August 11th and September 1. Lots of interest from food vendors. Labor day already has 9 food vendors lined up. Tiffany sent out vending applications for food. We would need both Center Street and Merchant’s for all of the vendors, both streets meeting at the stage. Hop N Moose would have a beer garden. Are now moving to getting sponsors now that we have all three dates.

iii. Green Up Day—Whoever picks up the most garbage wins the friendly competition. May 6th. Rutland County Solid Waste has been meeting. Community members are going to be encouraged to come out.

d. Business development

i. Grants—No new grants submitted. Finalized the last 4. Grants are: Diamonds and More, Taco Fresco (façade), West Street Grill submitted for the new business, Euphoric Hair Experience. Tour at Diamonds and More to see the new setup. Tour of Taco Fresco to see new space. We’ve nearly depleted our grants for this fiscal year.

ii. Revolving Loan Fund—Brian is meeting with the RRA to make the grant more attractive and tighten up the language. We’d like to start promoting it more.

5. Liaison updates

a. Board of Aldermen

i. Kiana McClure is the new liaison from the Board of Alderman. April 3rd meeting \$125,000 awarded to the HUB as a start up fund. TIF district still moving forward. Engineers are looking at segment 3 of the Creek Path. Come Alive Outside fundraiser will be matched by a grant. They have raised \$5,000 of the \$10,000 goal. Once they reach the goal it will be matched by the grant. Construction to be started in the fall. Approved farmer’s markets for the summer. Depot Park project will not inhibit the farmer’s market. Farmer’s market weekends starting in May, week of May 13th. Weekday markets will start in June. Approved the event in Pine Hill Park to get people interested in using the trails. Same Sun event at the Paramount is going forward (reminder, no parking on Center Street). Downtown mile will happen during the Crowley Road Race. Approved a \$10,000 BIAP for a craft cocktail and mocktail business, Mad Rose. Mayer spoke last night about additional bus routes where people shop to try to eliminate the shopping carts left at the bus station. Special events moved to the beginning of the alderman meetings.

b. Rutland Redevelopment Authority

6. Executive Director update

i. DRP and the Mayor had a meeting about the Parker House and what a potential sale would look like.

ii. DRP is still working on the office move. We are getting quotes from construction companies and still hope to be in the new space at 28 Center Street by mid-June.

iii. The City of Rutland is due for a Downtown Designation Renewal. We are working with RRA and the municipality to make sure we submit the requirements for the renewal on



time.

iv. Downtown Rutland had a great time at the Main Street Now conference in Boston. We flew out with Cape Air who sponsored our transportation. We were lucky enough to attend sessions and learn from Main Street leaders from across the country and beyond. We hope to apply some of the best practices we learned to Downtown Rutland.

v. Tiffany will be a Lip Sync Battle judge for Wonderfeet's annual fundraiser on April 29. It's a great community event and we encourage folks to attend to support a good cause and have a lot of fun in the process.

7. New business

I. FY24 Budget—Tentative budget has been sent out to the board. Points of interest and changes include: Revenue sponsorships have changed to \$20,000. We were able to raise \$15,000 in sponsorships last year, so we believe we can raise more this year. Sip and Shop revenue \$7,000 better than last year. Our revenue was better than expected, so up to \$10,000 for the coming year. Working with Paramount on a downtown talent show for a fundraiser. Forecasting \$10,000 for that. Part time streetscape employee will move to a Rutland Rec Department. They are taking over streetscape. Parks Department will take over sidewalk sweeping and beautification projects. Brewfest will not be done next year, instead we will have the two Sip and Shop events. We are moving to Center Street. Rent is double on Center Street. It is a great location for an office/welcome center. \$16,000 projected in rent. Fiscal year '24 audit will be an expense. \$30,000 budgeted for construction costs over the next three years. \$10,000 for next year. FNL, Sip and Shop, Holiday Events are expected to be more costly. Grants were depleted this year, so we are increasing by \$5,000 so we can disperse more grants. Equity surplus around \$79,000. There will be no additional surplus in future years, which will be a challenge in the '25 budget. We will need an influx of money or lowering of expenses. We need \$60,000 in our bank account for working capital. This draft budget will be presented to the RRA next Tuesday. A final budget will come back to the board next month for approval.

8. Old business

i. DRP Board has vacancies. Tiffany has created a form for people to identify skills and interests. We have more interest than we have positions. Tiffany and Katy are working on an onboarding process.

Executive Session started at 8:49

Executive Session ended at 8:54

Meeting adjourned at 8:54