



Board of Director Minutes

March 19thth, 2024

In attendance: Casey McNeil, Tammy Landon, Eddie Ryan, Jadziah DeRosia, Tiffany Walker, Andy Paluch, Hali Issente, Ed Bove, Ivan Rochan

- Call meeting to order at 8:05
- Approve Board Minutes
 - Motion: Tiffany
 - Second: Casey
 - All in favor
- Approve Treasurer's Report:
 - Has been distributed, reviewed and approved by the finance committee.
 - Tiffany asked for any highlights. Eddie highlighted the cash position and progress on current budgeting.
 - Motion: Jadziah
 - Second: Tiffany
 - All in favor
- Update from RRA
 - Nothing major to report, as Ed has been meeting regularly with DRP Committees.
 - The timing of this meeting is a conflict with CEDRR. It would be good to resolve the conflict, as it would be good for Hal to attend CEDRR.
 - Jadziah asked to clarify when DRP is scheduled to give updates to RRA. Ed said to plan on the next update to RRA at their Meeting on April 9th. Hal will confirm with Ed Clark on what to include in the update to RRA. Ed Bove said that he likes the new Board of Directors Update that Hal and Casey have created for the DRP meetings.
- Update from Board of Alderman
 - Kiana not in attendance.
- Interim Executive Director Update
 - First time utilizing the new format to focus on Mission of how we Manage, Maintain and Market the downtown.
 - MANAGE:
 - Utilization of \$5,000 from Downtown Vibrancy Fund to support Spring Sip and Shop and \$10,000 in Spring Marketing Campaign

- Hal had a good meeting with Shandi Marrie about utilizing her as a contractor to create new social media content to celebrate the story of downtown business owners.
- Also met with Catamount radio about a collaborative marketing campaign that highlights Downtown, as well as a downtown business. They are excited about an in-kind element to this as a sponsorship.
- New Potential Grants:
 - Vermont Community Foundation: Capacity Building
 - Vermont Women’s Fund: Funding for Women Entrepreneurs based on “She Means Business”
 - Better Places: 2:1 Matching Grant from the state to focus on Light Up Downtown Rutland for us to buy street lights and remove that cost from our annual budget. Hal meeting with grant administrator on Thursday
 - Ed Bove mentioned that a need for more lighting in general in the downtown had been brought up at the Board of Alderman last night
- Financial Update:
 - Eddie says that he is hopeful that the Finance Committee will have a draft budget by next week
 - Meeting with Eric Mallette on Thursday at 8am at DRP Office to discuss plans and budget for Friday Night Live. Jaziah from Events Committee will also attend so that we all stay on the same page.
- MARKET:
 - Hal will circulate the contract to the Board for Social Media services when he receives it from Shandi.
 - Hal would love to see her start in April. He will present a high-level social media strategy and Contract for approval next week.
 - Also pursuing options with Rutland Herald and Pamal/Catamount Radio.
 - Upcoming Events
 - 3/21: RYP Mixer
 - Food donated from Tasos. Jaziah is RYP Board President. Might expect around 30 people. Highlight different businesses and groups. Tiffany, Jaziah, Tammy and Andy plan to attend.
 - 5/16: Spring Sip and Shop
 - Two check-in locations on Merchants Row and Center Street
 - New branding for a spring celebration event

- TBD: Friday Night Live dates are in development from Events Committee and in collaboration with Paramount.
- MAINTAIN:
 - Streetscape Highlights
 - Parklets: Hal to meet with Ed at the RRA on strategy for this year.
 - Flowers: Potential for volunteer opportunities.
 - Parking: Hal would like to see the DRP continue to field complaints and comments from business owners and advocate to the city.
 - Hal likes the parking forgiveness plan. Some in the city administration are against that idea. It would allow businesses to validate parking for people shopping at the business.
 - Ivan commented he already tells his customers that if they get a ticket he will cover the cost. He believes that the problem is abuse of parking by business owners and sees parking tickets as a way to deter people who are not active customers from staying parked.
 - Andy questioned Hal on if it is possible for the DRP to conduct a parking survey so that the DRP can better advocate to the board of Alderman for the changes that the Downtown building and business owner would like to see.
 - Ed Bove clarified that the DRP needs a better sense of what the rules are from the city. Jadziah suggested that the DRP may be able to put out a document to the downtown businesses and building owners with suggested solutions and best practices to open up more parking for customers.
- Old Business:
 - Tiffany asked if there are action items that Hal needs on the On-Boarding Packet.
 - Hal will send out again for final board member review.
 - Tammy brought up the on-boarding of new board members.
 - Casey brought up potential need for committee to finalize new Bylaws for DRP.
- Andy made motion to go into Executive Session to discuss staffing.
 - Tammy Second. All in favor.
- Meeting entered Executive Session at 9:05am
- Meeting exited Executive Session at 9:25am.
- Tiffany made motion to appoint Hal Issente as permanent Executive Director.
 - Jadziah second.
 - Unanimously approved.

- Casey will discuss the position with Hall, as well an announcement to the Rutland Herald.