



Board of Director Minutes

April 16th, 2024

In attendance: Casey McNeil, Eddie Ryan, Jadziah DeRosia, Tiffany Walker, Andy Paluch, Hali Issente, Dan Trainer, Raven Crispino, Paige Prouty, Michelle Cordero, Tammy Landon

- Call meeting to order at 8:00
- Welcome to potential new board members in attendance.
- Approve Board Minutes
 - Motion: Casey
 - Second: Tiffany
 - All in favor
- Approve Treasurer's Report:
 - Has been distributed, reviewed and approved by the finance committee.
 - Motion: Andy
 - Second: Eddie
 - All in favor
- Update from RRA
 - Ed Bove absent
- Update from Board of Alderman
 - No representative. It is understood that Mayor Mike Doenges will be the liaison going forward.
- Executive Director Update
 - MARKET:
 - Downtown Vibrancy Fund:
 - \$15,000 for FY24
 - \$5,000 for Spring Sip and Shop
 - \$10,000 for Spring Marketing Campaign
 - Hired Social Media Consultant who has started producing content.
 - Print Advertising: Focused on Rutland Magazine and Rutland Herald in the spring to promote spring Sip and Shop.
 - Upcoming Events:
 - 3/25: Poetry Walking Tour with Reading and Reception. DRP will host the event.
 - 5/16: Spring Sip & Shop:

- Print advertising is complete
 - Web Page is complete
 - 17 downtown businesses signed up
 - Need volunteers to help check people in. Two locations this year: DRP office and Merchant's Hall
 - Friday Night Live
 - 7/26, 8/16, 9/6 Tentative Dates
 - Contracts are being signed.
 - Plan to have 3 themed street parties with bands that support the theme, as opposed to trying to hire headliner bands. Will be important to create coherent and focused marketing push for these themes as they start getting promoted...
- MAINTAIN:
 - Streetscape Highlights
 - Parklets: Installed 4/25 in collaboration with RRA and Rec
 - Flowers: Coming soon Potential for volunteer opportunities.
 - Parking: Collaborating with Mayor and Rutland City.
 - Creating a one-page flyer on parking options downtown
 - A card will be printed with contact info for businesses on who to contact if there is a problem
 - DRP is focused on communication of the decisions made by the Parking Committee of the Board of Alderman
- Financial Update:
 - Eddie gave update on FY24 to FY25 Roll Forward document that shows where the changes are to go from a budgeted deficit to a level budget for FY25.
 - Eddie presented the draft of the FY25 budget and discussed the development of that budget in collaboration with Ed Bove and the DRP Finance Committee.
 - Tiffany suggested that she will work with Hal to present a Staffing Proposal to the rest of the board. All are supportive of this.
- New Business:
 - How to better engage volunteers?
 - Has the DRP explored volunteer ambassadors?
 - What are the perks that they receive for volunteering?
 - How do we find and recruit people?
 - DRP can also be more intentional with outreach to employers in the area.
 - It might be valuable to have a Volunteer Coordination Committee on the board to focus on developing volunteers for different functions.

- Tiffany highlighted that the Sip and Shop will be prior to the next board meeting. Expect to hear from and Tiffany and Hal
- Old Business:
 - Approval of Revised Bylaws:
 - Casey made motion
 - Eddie Second
 - All in favor.
- Casey will reach out to touch base with all potential new board members and decision on new board members will be made by May 6th so that new members can review Onboarding Materials prior to next board meeting.
- Casey made motion to adjourn meeting
 - Jadziah second
 - All approve
- Meeting adjourned at 9:25am