



Board Meeting Minutes

October 17, 2023 | 8AM

In attendance: Hali Issente, Tiffany Saltis, Katy Mungler, Eddie Ryan, Tammy Landon, Ed Bove, Casey McNeil, Kiana McClure, Eileen Coughman, Tiffany Walker, Jaziah DeRosia, Andy Paluch

Absent: Sunita Dholakia, John Zawitowski

1. Call meeting to order at 8:04am
2. Approval of the September board meeting minutes
Motion: Casey McNeil
Second: Tammy Landon
3. Approval of July, August, September treasurer report
Motion: Casey McNeil
Second: Tiffany Walker
4. Liaison updates
 - a. Board of Aldermen - \$1M USDA grant for street trees. Diversifying the urban canopy, taking care of roots pushing up through the sidewalks. Graffiti on downtown structures was discussed at the Alderman Meeting. If you see stickers posted, report the location in gov pilot. Parks and Rec will remove the stickers. Park Mobile is planned to begin before Black Friday.
 - b. Rutland Redevelopment Authority - Discussion of housing. VHFA is coming to Rutland tomorrow to talk about housing programs. Target area properties for redevelopment. Work on the TIF district. Zoning bylaws are being updated. City owned property work. These discussions will lead to tangible projects. Rebuilding of the RRA/DRP relationship. Board from the state for Downtown Renewal visited the city.
5. Committee reports
 - a. Business Development
 - i. DRP grants - \$1,000 for Hand Carved by Ernie, \$628.50 Wonderfeet façade improvement actual cost didn't come out as planned, so we agreed on half of the requested amount. Business Committee puts the motion to the board to approve. Tammy moved, Casey second, all in favor. Waiting for receipts from Mad Rose and Kismet Kitchen.
 - ii. Social Media Marketing workshop is coming up. This is free for Downtown businesses and will be taking place in the Hub. Email outreach is getting a slower response than desired. Hal will begin door-to-door outreach. Eileen and Katy mentioned we used to do workshops and they were very well attended, and topics were social media/website based.
 - b. Events & Marketing
 - i. Reimagining Sip and Shop, Full steam ahead with Holiday events including Tree Lighting, Carol of Sales, Window contest.



- c. Streetscape
 - i. Cornstalks are up!
 - ii. There will be a sculpture unveiling on Merchants Row on the 18th at noon.
- 6. New business
 - a. Hali, our events & business development & support manager started this month. We're very excited that Hal has joined the DRP team and has a background in events, grant writing, and nonprofit operations.
- 7. Old business
- 8. Executive Director update
 - a. We are still entertaining a Parker House sale, which is complicated. We have a viable company that is interested in taking on the property. We're meeting later this week with the mayor and O'brien & Shortle to discuss what that would look like, where the revenue from the sale would go, etc.
 - b. More from the treasurer's report: The estimated cost for the leased space/new office is: \$35,000-\$45,000 total. If it gets to \$45,000 we will need to allocate another \$5,000 from another pocket. Sponsorships are still coming in from FNL. Sip and Shop could be moved into the holiday calendar, possibly part of the holiday stroll.
- 9. Meeting adjourned at 9:21am