



Board Meeting Minutes

September 19, 2023 | 8AM

In attendance: Tiffany Saltis, Katye Munger, Tammy Landon, Casey McNeil, Tiffany Walker, Ed Bove, Eileen Coughlin, Jadziah DeRosia,

Absent: Eddie Ryan, Sunita Dholakia, John Zawitowski, Kiana McClure, Brian Budrow, Kiana McClure

1. Call meeting to order 8:03
2. Approval of the July and August board meeting minutes
Motion: Tiffany Walker
Second: Tammy Landon
3. Approval of July and August treasurer report
4. Liaison updates
 - a. Board of Aldermen
 - b. Rutland Redevelopment Authority

Ed Bove attended, is the new Director of the RRA and is very much looking forward to working with the RRA and DRP.

5. Committee reports
 - a. Business Development
\$2,000 grant for Loose Luna, Down Valley Bikes, and Speakeasy. The Business Development Committee met and discussed the three, and all have met the requirements of the grant. (Approval on Friday for Loose Luna once they open.) (\$1,800) Kismet Kitchen is on the list for the committee to move forward in their next meeting.
Motion: Tammy
Second: Eileen
Wonderfeet application is moving through the process. Committee is leaning toward a partial grant.
Diamonds and More application didn't meet all of the grant requirements due to receiving a grant in the last grant round in April and received a grant in 2021 for a grant façade improvement. Expansion requires change of footprint, adding of employees, or additional services.
\$14,000 of grants are in the queue.
 - b. Streetscape
Tiffany is meeting with Nikki to update the downtown wayfinding signage.
 - c. Events & Marketing
 - i. FNL—Very successful events for the whole season. The two-street setup was amazing. Traffic increased each event. High attendance. Moving forward there will be a FNL committee. Invite will be sent later this year.
Creation of a fall event to replace the cancelled FNL won't happen this year. We will issue a refund to the businesses who were impacted. We will look into Fright



Night Live for next year.

Casey suggested using a company to set-up and tear down instead of DRP staff and board. It is getting challenging to find volunteers.

Halloween Parade: Light up the batman on Merchant's Row during the parade, lighting cost is \$225. There is a spot on top of Wonderfeet for the light to be placed.

Sweater Weather event October 14th. Grow the Halloween/October season. Could the light stay up longer to grow the events?

6. New business

a. Downtown Vibrancy Fund - ideas for funding

5k towards Events and business manager

5k towards weekend worker 10-3pm

5k towards grants

10k towards design project

\$25,000 fund ideas: Some to new events position to hire someone with grant writing experience and events experience. Fundraising piece is really important. \$5,000 to a weekend worker who can work in the downtown office on Saturdays 10-3 to hand out resources, greet people, help people find the stores/restaurants they are looking for. \$5,000 to grants. Design project to improve the space of downtown. Tiffany met with Ethan about some design ideas. Speed reduction area of Merchants Row could become more permanent. Better designed bike racks near businesses. Metal worker to create a fun new design. Bike storage near Amtrak would allow for bike storage while they are traveling. Mural in the transit station. Change lane widths to slow traffic. Could we have a bike event next year?

Eileen suggested making the Center Street Marketplace more user friendly. It doesn't seem "complete". Could some pieces be added to make it feel more complete? Could Center Street Alley be made more accessible?

7. Old business

Downtown Redesignation

Meeting next week with the RRA and the State to present our Downtown Rutland Renewal presentation. After the presentation, we will conduct a tour of Downtown Rutland.

8. Executive Director update

Andrea Bocci will lead a workshop at the HUB for downtown marketing November 6th, 5:30-7:00.

New employee starting mid-October. Background in fundraising, grant writing, events. It's the perfect fit for what we need.

Office Update: Sheetrock going up. Brian is still leading that project.