



January Board Meeting Minutes | 1/19/2021, 8AM

Present: Steve Peters, Nikki Hindman, Tiffany Keune, Eddie Ryan, Rebecca Buonadonna, Lisa Ryan, Shannon Poole, Tammy Landon, Katye Munger, Jessi Travers-Moulton, Jen Usher, Eileen Coughlin

Absent: John Zawitoski, Janelle Howard, Betsy Franzoni

Meeting was called to order by President Shannon Poole at 8:03am.

Motion to approve the November Board Meeting Minutes: Motion: Eddie. Second: Jen. Motion passed.

Motion to approve the December Board Meeting Minutes: Motion: Eddie. Second: Jen. Motion passed.

Treasurer's Report:

Treasurer Eddie Ryan read the December Treasurer's Report. Motion of approval for December Treasurer's report: Motion: Katye. Second: Jen. Motion approved.

Committee Reports:

Streetscape:

- Holiday decorating budget - *18,500 this year vs 16,000 budgeted*: Expenses have gone up over time and are dependent on the size of the tree so we may need to budget more for that in the future.
- We met with Wood & Wood, Brennan, DPW, and the Rutland Rec department to scope out sign locations around downtown. We plan on having them installed early summer.
- We took down the decorations in the Mead building with the Rec members last week.
- The RRA will be applying for the Better Places grant so we can continue making improvements to Center Street this summer.

Marketing: Nikki

- Last Friday we launched a "Takeout to Win" campaign offering incentives each week for participants who post pictures of their takeout from downtown restaurants.
- We've been updating the website homepage and business listings.
- We're going to start working on replacing the pole banners on the streets.
- We're looking into additional marketing initiatives to get people out during the winter.

Events: Nikki

- We will be still having the Winter Storywalk in partnership with Phoenix Books starting on the Saturday before Presidents' Day and ending the following week.

Business Development: Steve

- Covid Supply Funds:
 - Two more businesses applied for a total of \$90.51. Motion to approve: Tammy. Second: Katye. Motion passed.
- Holiday Marketing and Decorating support funds:
 - 9 businesses applied for a total of \$1,326.68 for reimbursement.
 - Motion to approve: Jen. Second: Rebecca. Motion passed.
- We received a grant application for a new business on 89 State Street called Holotype Health, a t-shirt printing and production business. They are planning on improvements to the facade of the building as well as adding signage.
 - Motion to approve \$2,000 for Holotype Health facade reimbursement grant: Rebecca. Second: Jen. Motion passed.
- McNeil and Reedy is improving their building both outside and inside for their 65th anniversary at a total of \$25,000. Steve suggested they apply for two grants for \$2,000, one for the exterior facade work and one for the interior improvements. They have not applied in many years and we've awarded grants in consecutive years for others.
 - Motion to approve two \$2,000 grants to McNeil and Reedy: Rebecca. Second: Jen. Motion passed.

Executive Director Update: Steve

- We're looking for a new bookkeeper in the future as Steve, our current bookkeeper, may be transitioning to a new role.
- Betsy Franzoni is resigning from the board because she's moving her business to Proctor.

New Business:

- None

Old Business: None**RRA Update: Tiffany Keune**

- The RRA discussed grant updates for Rutland County Parent Child Center, Lincoln Place, BROCC.
- The sale closed on the Herald property on January 3rd.

BOA Update: Lisa Ryan

- None.

The meeting adjourned at 8:38am. Next meeting is 2/16/20 at 8am.