



## January Board Meeting Minutes

January 17, 2022 | 8AM

In attendance: Tiffany Saltis, Brian Budrow, Katye Munger, Tammy Landon, Kiana McClure, Janelle Howard, Tiffany Walker, Jessi Travers, Jenn Usher, Eileen Coughlin, Jadziah DeRosia, Eddie Ryan, Michael Talbott

Absent: John Zawitoski

1. Meeting called to order at 8:03
2. Approval of the December board meeting minutes  
Motion to approve: Tiffany Walker  
Second: Eileen Coughlin
3. Review of the Oct. Nov. Dec. treasurer's reports
4. Committee reports
  - a. Streetscape
    - i. Trash cans - We are looking into a new design with Casella that are less susceptible to breaking. The current models seem to have many pieces. Replacing current models with something with better longevity would be ideal. Trash pickups downtown will also increase from 1 to two weekly pickups.
    - ii. Downtown holiday decoration - Decorations are being removed this weekend. We have gone with VT Decorators in the past. Decorations are quite costly, and the 2022 quote was \$1,500 more than 2021. We are considering other options, including looking into purchasing our own decorations and asking Rutland City Fire Dept. if they can donate time to help string lights and garland.
    - iii. Flower order - The 2023 flower order discussion has begun with Martin from Jamaica Gardens.
  - b. Marketing
    - i. Winter marketing includes YouTube, Mountain Times Menu Book, etc. We provided updated text for the Dept. of Tourism as well as provided some new photos. Marketing will ramp up closer to events.
    - ii. We continue to provide a Rutland Herald column
    - iii. DRP hopes to dramatically increase our 2023 fundraising goal, at least double our fundraising. DRP hopes to fundraise 30-40k in the next fiscal year.
    - iv. We have been creating individual business highlights. New photos are being taken of restaurants for social media and our website. We also plan to highlight businesses in video format for Instagram reels/Tik Tok, Facebook, etc.
    - v. DRP is looking for a spring social media intern. If folks know of anyone interested and qualified, feel free to share leads.
  - c. Events
    - i. We hope to expand the Tree Lighting. 2022 saw more attendees than ever, and



we think we can make it draw even more people. The event was scheduled between two Paramount shows, and we would like to recreate that schedule in the future. It naturally drew people to the event as the audience was already downtown.

ii. 26 businesses participated in the Window Contest. Diamonds and More won best overall and Last Cup Cafe won People's Choice.

iii. Planning for a 2023 Brewfest is underway. We have a committee meeting monthly to plan the event. The event would be beer and cider only. June 10th is the tentative date. Getting some logistical clarity from the VBA is at the top of our list.

iv. Sip and Shop date has been selected for Spring '23: Thurs. May 11. Being close to Mother's Day, we believe it will be a well attended event.

v. Scavify is an app we will be testing out for Sip and Shops and a reimagined Holiday Stroll. It is a scavenger hunt app that will help us incentivize people to visit all participating locations. It can track metrics as well as provide vital information for the app users.

iv. We are planning on a 2023 sidewalk sale. However, we are still deciding if we want it to be a stand alone event or if we want it more often. For example, monthly to coincide with the farmers market.

vi. DRP is brainstorming a fundraising event with the Paramount Theatre, possibly the Price is Right. The fundraiser would be a fall event. Bill Ackerman has game show prop connections. Our biggest concern is the cost of a prop and prize heavy show.

vii. With more restaurants due to open this spring, we are hoping to plan a Downtown Restaurant week to highlight the resurgence of downtown dining.

d. Business development

i. Euphoric Hair Design is still in consideration for a DRP grant.

ii. A marketing for small businesses workshop is being brainstormed.

5. Executive Director update

i. Grants - The business development committee will be meeting to clarify our grant language. There has been some confusion as to what qualifies as a business expansion. We hope to address this.

ii. We've been making small adjustments to our website. We want to add an events calendar. Currently, we are identifying features we can work on and what features we really want but may need to contract out.

iii. We are working with the City, RRA, RRPC on an application for the Better Connections program. The City of Rutland would like to implement a bike and pedestrian master plan.

6. New business

i. We want to create a community of volunteers. Volunteer week is in April, so we'd like to have a range of volunteers engaged by then.



7. Old business
  - i. We are still considering new spaces for the DRP office. The old CEDRR space is being considered.
  - ii. Rebecca Langer has resigned from the board. We now have 1 seat open. A couple of people have expressed interest in joining the board. We will reach out to see if they are still interested in joining a meeting to see if it's a good fit.
  
8. Liaison updates
  - a. Board of Aldermen  
To be added
  - b. Rutland Redevelopment Authority  
To be added

Meeting adjourned at 8:53.