



Board Meeting Notes

July 20, 2021 | 8AM

Present: Nikki Hindman, Eddie Ryan, Shannon Poole, Tammy Landon, Jen Usher, Rebecca Langer, Jessi Travers-Moulton, Janelle Howard, Tiffany Walker, Michael Talbott

Absent: John Zawitoski, Katye Munger, Stephen Montanez, Eileen Coughlin

Meeting called to order at **8:03am**.

Approval of the June board meeting minutes:

- We did not have a quorum yet.

Review of the June Treasurer's reports:

- Motion: *Jen*
- Second: *Jessi*

Committee Reports

Streetscape: Nikki

- Green Screen Graphics finished creating the new pole banners and plans to start hanging them downtown this week.
- Nikki hired a new Streetscape Coordinator, Joe Sharps, who starts today. Joe will work additional hours to catch up on weeding, trash pick up, etc. until the Marketing position is filled.
- New trash can inserts promoting the Downtown Rutland app have been printed and are ready to distribute this week.
- We are planning to weed the sidewalks, paint the meter poles on Center Street and the Wales Street intersection, and repaint the crosswalks with the RRPC and volunteers from Castleton University in August.
- DuBois and King held their first meeting for lower Center Street business and property owners last week in partnership with the DRP, RRPC, and RRA. The next meeting will be held virtually on August 9th, and is open to all downtown business and property owners to collect feedback on what the future of Center Street could look like.

- Nikki submitted the final designs of the signs to the Vermont Division for Historic Preservation and Transportation Information Council for approval.
- We are working with CEDRR and Darwin Design to finalize the list of attractions on the Depot Park kiosk, which we hope to submit for review at the end of the week.
- Nikki continues to work with Derek at Wood & Wood on finalizing the front of the Depot Park kiosk featuring the full list of businesses and public art overview.

Marketing: Nikki (Katy was absent)

- Various items from downtown businesses are on display at the Vermont Welcome Center in Guilford, which is seeing a record 2,000 visitors per day.
- Nikki updated and printed new mural, sculpture trail, and brand advertising rack cards. They are now available at DRP office, Castleton's Student Center, the Rutland Amtrak station, and the VWC.
- The Downtown Rutland Shopping flyer is complete and is starting to be distributed to participating businesses.
- Nikki submitted new ads for the Mountain Times Summer Guide.
- We're working with Hannah Diction for new brand photography for use on the website and social media.
- We've received a proposal from Bent MediaWorks for a new downtown commercial.

Events: Nikki

- Full-size Friday Night Lives will be held on September 11th and 24th. Nikki is actively reaching out to vendors and laying out the street.
- Nikki is continuing to work with CEDRR, Come Alive Outside, Steve Costello, and Eric Mallette on the Parade of Heroes and Community Celebration on Saturday, August 28th. The event will start at noon with sidewalk sales, leading up to a parade for pandemic heroes at 4pm, an FNL-style concert featuring Enerjazz at 6pm, and fireworks at dark. Nikki is submitting an additional request to shut down Merchants Row on that date this week.
- Nikki is also continuing to assist with planning for the Whoopie Pie Festival on Saturday, October 9th.
- Nikki completed the events sponsorship package and is beginning to send it out to potential sponsors.

Business Development: John

- Diamonds and More has applied for a grant to improve the facade at 7 Center Street by replacing the windows with new, energy-efficient glass from the Royal Group and an updated design.
 - The business development committee has recommended that Ivan Rochon at Diamonds and More receive \$2,000 from the GMP fund to go toward the facade project.
 - Motion to approve \$2,000 from the GMP Grant Fund:
 - Motion: *Tammy*

- Second: *Jen*

Executive Director Update: Nikki

- The RRA Board approved the FY 21/22 work plan and annual budget.
- We're still hiring for the Marketing and Events position, which is promoted on LinkedIn, Indeed, the CEDRR job board, and our website.
- I attended the reopening celebration for the Amtrak yesterday, where RRPC presented a potential improvement project for the streets in front of the station.

New Business

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Old Business:

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Liaison updates

- Board of Aldermen
 - City is looking to establish a TIFF district
 - i. There will be a Community and Economic Development meeting on Thursday, August 5th to review the process
 - ii. The gazebo in Main Street Park was condemned. A grant was received to do an engineering study to replace the gazebo
 - iii. Restricting is on the agenda of the BOA. All 3 districts have fallen below the population threshold.
 - iv. Jim Rotundo was nominated as the new DPW Commissioner
 - v. Interest in changing the pavement marking around the city to an epoxy based paint that will last 35 months as opposed to the current water based paint
 - vi. City officially accepted ARPA funds – public forum will be held Wednesday, Aug 11th 7pm at the Rec Center
 - Rutland Redevelopment Authority
 - i. Parklets are rolled out but still not in use by 2 downtown businesses
 - 1. The RRA approved a BIAP for Diamonds and More for \$5,000 to go toward facade improvements
 - 2. The board suggested that since the RRA is the grant holder that the city should be the one to intervene in order to preserve the DRP's relationship with the downtown businesses in question

The meeting adjourned at 8:43am.

Next meeting: Aug 17th, 2021, at 8am