



Board Meeting Notes

May 18, 2021 | 8AM

Present: Nikki Hindman, Tiffany Walker, Michael Talbott, Shannon Poole, Tammy Landon, Katy Munger, Jen Usher, Eileen Coughlin, Rebecca Buonadonna

Absent: Eddie Ryan, Janelle Howard, Stephen Montanez, John Zawitoski, Jessi Travers-Moulton,

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

Approval of the April board meeting minutes:

- Motion: Jen
- Second: Eileen

Review of the April Treasurer's reports:

- Treasurer Eddie Ryan was absent

Committee Reports

Streetscape: Nikki

- We have a new Streetscape Coordinator, Jerome (Jerry) Trapeni, who is starting on Wednesday.
- The DRP continues to work with the RRA, RRPC, DPW, Rutland Rec, and other city departments on this Summer's Center Street rollout plan.
 - Parklets are being constructed by Naylor & Breen, and will be ready-for-use by Memorial Day Weekend.
 - Nikki is purchasing plants and topsoil for the street, and potting them this week with help from the city forester.
 - Nikki and the RRPC mixed paint for Center Street last week. DPW painted Center Street yesterday with new lines delineating parklet areas and parklet zones.
 - All parklet MOUs have been signed by participating restaurants and bars.

- Sparky from Wood & Wood dropped off a full-size demo of one of the pedestrian wayfinding signs yesterday. It is available to view through the end of the week. Please make an appointment with Nikki to stop by review the sign.
- Nikki received a draft of the back of the Depot Park kiosk, and is waiting on a draft of the front of the sign with the full map and list of businesses.
- Hanging baskets and regular street planters will go out in late May/early June.
- We are continuing to work with Sherri Berkimer at the Chaffee Art Center on the Rutland Art Bench project. Sherri is also planning to bring back monthly ArtWalks this Summer.
- The Martin Freeman statue in the Center Street Marketplace Park was dedicated on Thursday, May 13th.
- The DRP was approached by the Rutland Area LGBTQ+ group and Social Tinkering whom are working with Awesome Graphics and Steve Costello on pride-themed "I Love Rutland, VT" pole banners. They would like permission to hang them on Center Street and Merchants Row for the month of June. The groups are covering the full cost of printing and hanging their banners, and storing ours.

Marketing: Katye

- James Derosia, one of the new owners of Camille's, approached us about working together to produce a flyer with all the downtown locally-owned retailers. Together we got 20 businesses to join the effort, and the DRP is covering the full cost of the first run.
- We are working with Catamount Radio on their Summer Splash advertising campaign on WZRT (z97.1). We'll be giving away gift cards to at least 10 downtown businesses over the Summer with promos about how downtown is open for business.
- Nikki submitted new ads for the upcoming Lakes Region Summer Guide and Rutland Magazine quarterly editions.
- Sallie of Antique Mansion provided data for a history tour to add to the app. She will also be providing accompanying audio.
- We contracted Lyz Tomsuden to work on a few design projects, including an app trash can insert to promote the use of the app. Lyz is also working on the design for the pole banners, which will go up in July.

Events: Nikki

- Green Up Day was held Saturday, May 1st. We had around 30 volunteers from Rutland County Solid Waste District, Come Alive Outside, Rutland Dismas House, The Richards Group, Unlimited Potential, Grow Vermont, and both Rutland City Rotarian groups. Together we removed 25 bags of trash from Downtown Rutland, landing at the 10th in the state for the number of bags removed.
- We are supporting a Rutland Reopening Celebration in partnership with CEDRR, Come Alive Outside, Steve Costello, and Eric Mallette on Saturday, August 28th. The event will start with a parade for pandemic heroes, feature a FNL-style concert with vendors, and end with fireworks.
- The Rutland Reopening Celebration will also host an announcement for the upcoming Whoopie Pie Festival on Saturday, October 9th, also hosted by the above parties. Nikki

is working with the event's planning committee to offer advice on the street closure and vendor layout.

- Full-size Friday Night Lives will be held on September 11th and 24th on the condition that a second full-time employee is found.

Business Development: Nikki

- Grant awards were delivered to The Paramount Theatre and Glow Spa and Skincare Store.

Executive Director Update: Nikki

- Eddie and Nikki completed the FY 21/22 annual budget for the board to review.
- Nikki is putting together a job description for the new Marketing and Events Coordinator position.
- Nikki attended a meeting with the Center on Rural Innovation on the formation of a Digital Economy Ecosystem Model for the state of Vermont. CEDRR's business development committee will be consulting us about future opportunities in downtown.
- Nikki has joined regular meetings with other Executive Directors in Rutland City that focus on business development and new business leads.
- Nikki has also been meeting with Mark Foley Jr. regularly to relay available space inquiries and to begin work on a collaborative downtown office space campaign that highlights local office employees that champion downtown rutland.
- Nikki met with Mayor Allaire to discuss downtown and ask for permission to hang street banners. She sent over new regulations to the Mayor and is requesting a document from LaFaso that certifies that all anchor points are inspected.

New Business

- FY22 Annual Budget and Workplan
- DRP Committees

Old Business: None

Liaison updates

- Board of Aldermen
- Rutland Redevelopment Authority

The meeting adjourned at 8:37am.

Next meeting: June 15th, 2021, at 8am