



November Board Meeting Minutes | 11/17/2020, 8AM

Present: Steve Peters, Nikki Hindman, Jen Usher, Tiffany Keune, Eddie Ryan, Janelle Howard, Betsy Franzoni, Rebecca Buonadonna, Eileen Coughlin, Lisa Ryan

Absent: Shannon Poole, Tammy Landon, John Zawitoski, Katye Munger, Jessi Travers-Moulton

Meeting was called to order by Treasurer Eddie Ryan at 8:05am.

Motion to approve the October Board Meeting Minutes: Motion: Betsy. Second: Janelle. Motion approved.

Treasurer's Report:

Treasurer Eddie Ryan read the October Treasurer's Report. Motion of approval for October Treasurer's report: Motion: Eileen. Second: Betsy. Motion approved.

Committee Reports:

Streetscape:

- We removed parklets and stored them in the Center Street Alley, thanks to help from the Rec Dept. The street is clear and Chad is cleaning up the debris.
- Corn stalks were taken down last week, and planters and baskets have been stored at the Rec Dept. Jason will be hanging garland and lights on the poles.
- Chad is finishing up for the season next week.

Marketing: Nikki

- Holiday marketing initiatives:
 - **\$50 Downtown Gift Promotion:** We've gathered items from downtown businesses to promote ideas of easy gifts in the district, all for less than \$50, which will be promoted in a direct mailer.
 - **Additional Marketing:** The DRP will host gift card giveaways throughout the month of December. We'll be buying gift \$25 gift cards at each local retail shop, restaurant, salon, and gym throughout downtown Rutland. The gift cards will be given away at random to downtown shoppers, local organizations, and more.
 - **Downtown Advertising + Decorating Funds:** We're offering downtown businesses up to \$150 to support holiday advertising and decorating in an easy online application.

- Holiday marketing outlets include direct mail through the postal service, radio ads on z97.1, print ads in the Mountain Times and Rutland Herald, free holiday specs for businesses, and free downtown Rutland bags and shop small materials for businesses.
- We're playing everything by ear right now as restrictions begin to increase.

Events: Nikki

- Holiday event updates:
 - **Downtown Rutland Holiday Stroll:** We extended this event from a day into a week of promotions centered around Small Business Saturday on November 28th.
 - **Window Decorating Contest:** We've changed the rules to allow 3 winning businesses in the contest, which will run November 28th - December 28th.

Business Development: Steve

- Draw Go Games is replacing all the store shelving. They invested \$1,000 and are seeking \$500 in reimbursement.
 - Motion: Jen. Second: Janelle. Motion approved.

Executive Director Update: Steve

- The State is hosting a Buy Local Holiday Marketing Campaign that businesses and producers can sign up for. Info was sent out in our latest email.
- We're helping to support an initiative called "Light Up Rutland" for the holidays. The event is a holiday lighting competition for houses in Rutland County. We're offering some gift cards from our businesses as prizes and helping to promote the event in exchange for email addresses to add to our email marketing list.

New Business:

- Jen expressed that local James Mathis is looking for financial support for housing in the Winter. She asked for ideas from the board and asked members to contact her with them.

Old Business: None

RRA Update: Tiffany Keune

- West Street Pedestrian improvement and gateway project is officially closed.
- CSJ athletic facility purchase was approved by voters.
- Wayfinding signage contract is with the city attorney.
- Sign ordinance change is on hold.

BOA Update: Lisa Ryan

- Nothing additional to report.

The meeting adjourned at 8:41am. Next meeting is 12/15/20 at 8am.