



## Board Meeting Minutes November 15, 2022 | 8AM

In attendance: Brian Budrow, Tiffany Saltis, Katye Munger, John Zawitoski, Janelle Howard, Tammy Landon, Tiffany Walker, Jessi Travers, Jen Usher, Michael Talbott

Absent: Eddie Ryan, Kiana McClure, Eileen Coughlin, Jadziah DeRosia, Rebecca Langer

1. Meeting called to order at 8:07
2. Approval of the October board meeting minutes  
Motion to approve: Jen Usher     Second: Tammy Landon
3. Eddie Ryan, the board treasurer, was not present. Therefore, the October treasurer's report was not reviewed.
4. Committee reports
  - a. Streetscape
    - i. DRP has spoken to Jason Swett from Professional Decorators of Vermont about the Downtown holiday decor and Christmas tree lights. Lights will be hung before the annual tree lighting event.
    - ii. Cornstalks have been taken down.
    - iii. One wayfinding sign has been damaged. We are in discussion with the RRA about fixing the sign at a reasonable cost. We believe the feet could be welded in a slightly different location where the sign is less likely to sustain future damage.
    - iv. Trash can inserts for the holiday season were ordered. Casella is looking into replacing the trash cans. Replacement trash cans may be a different style. This may be ideal as advertising on this medium doesn't look the best. The trash cans are prone to break and the posters become weathered and stained.
    - v. DRP requested a rec committee meeting from the BOA to discuss streetscaping projects. In the current mode of operation, we cannot meet the need of downtown when it comes to sidewalk sweeping and weeding. We hope to discuss finding a more sustainable option moving forward.
  - b. Marketing
    - i. DRP is running holiday event marketing through social media. Advertisement space was purchased in Discovery Map, the World Cup program, Explore Magazine, and Rutland Magazine.
    - ii. The holiday gift guide is under development. Shandi Marie Photo took the pictures this year, and we should have all photos back and approved for businesses to use them for Black Friday if they so choose.
    - iii. Rutland Herald column

c. Events

i. Sip and Shop: The event was incredibly successful! Check-in was smoother than anticipated. Beginning the event at the Paramount Theatre made the flow simple, and it was better than expected. Businesses reported high sales for the evening. Vendors sold a large amount of product. Two things we'd like to improve on are providing more bathrooms and creating something that could incentivize attendees to visit participating businesses that are farther away from Center Street, such as a passport or scavenger hunt.

ii. Holiday events

1. Tree Lighting is set for November 25th. Santa and the ornaments are set to go.
2. Holiday Stroll will be Saturday, November 26th. Mission City and Dunkin Donuts will be participating.
3. Window Contest

iii. Brewfest

d. Business development

i. New grant applications: Two Shea's, Angler Pub. These need more discussion. Currently, the language is vague and we believe the scope is too broad. The business development committee will meet to modify grant language surrounding expansion to ensure the grant applicant clarifies how they are growing.

The DRP approved a grant award of \$2,000 to Mindful Monkey.

ii. Existing grants: Digital Repair Surgeons.

As similar to the new grant applications, this one is still under review.

5. Executive director update

i. DRP continues to support the TIF District steering committee.

ii. DRP is providing assistance to Rutland's Planning & Zoning Administrator to secure an NDA Designation

iii. DRP is providing support around the Local Options Tax, especially when it comes to messaging and message saturation.

6. New business

7. Old business

i. DRP made a few website modifications and added a general "donate" option. DRP is hoping to launch an online shop in the future.

8. Liaison updates

a. Board of Aldermen

1. \$50,000 committed to engineering study under Center Street.
2. Jay Sabatase applied for a BIAP Grant for Guiseppi's Italian market.
3. For parking: new meter heads are going in, kiosks will be taken out, and parking ticket costs will be raised. Max parking rates will be \$1.50 an hour and the hope is to drive traffic to use the parking garage.
4. 1% local options tax was approved by the board. This tax will generate 21.2 million a year for the capitol improvement fund.
5. Reimagine Depot Park is applying for a grant. The city will partner with them. The goal is to raise \$10,000 and those funds would be matched.

b. Rutland Redevelopment Authority

Meeting adjourned at 8:46