



## Board Meeting Notes

October 19, 2021 | 8AM

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**Location:** Heritage Family Credit Union's [Ron Hance Operations Center](#) | [Zoom Meeting Link](#)

**Present:** Nikki Hindman, Kasey King, Shannon Poole, Tammy Landon, Jen Usher, Janelle Howard, Tiffany Walker, Michael Talbott, Katye Munger, Eileen Coughlin, Jessi Travers-Moulton, Eddie Ryan, Rebecca Langer

**Absent:** Ray Lamoria, John Zawitoski

Meeting called to order at **8:09am**.

### **Approval of the September board meeting minutes:**

- Motion: Jen Usher
- Second: Jessi Travers-Moulton

### **Review of the August and September Treasurer's reports:**

- Motion: Eileen Coughlin
- Second: Jen Usher

### **Committee Reports**

#### **Streetscape:** Nikki

- The new 2021 parklets were deconstructed for the season and stored yesterday in the Center Street Alley with help from Rutland Recreation, DPW, RRPC, and the RRA. Center Street planters are being stored at the Rutland City Forester's tree nursery on Route 4.
- We hired Brian Budrow to deconstruct and remove the old 2020 parklets from downtown.
- Hanging baskets and planters will be removed by LaFaso at the end of this month. Garden club boxes will be cleaned out this Friday.
- Kasey and Nikki hung 1,000 corn stalks from Grabowski Farms on downtown light poles to celebrate Autumn.
- The Center Street Scoping Study's survey has concluded, and we have an upcoming meeting this week to discuss new possible street models.

- A new sculpture of Julia Dorr was unveiled at Rutland Free Library on October 6th.
- “Open Your Heart,” a new mural installation by Steve Costello, was installed yesterday morning on the Strand Building at 55 Washington Street in the Center Street Marketplace Park.
- LAZ is installing new equipment in the West Street Parking Garage that is more user-friendly, with new payment options for visitors.

**Marketing: Katye**

- Bent MediaWorks concluded their footage gathering stage and provided us with a short 15-second clip for initial feedback, which we discussed at October’s Marketing Committee meeting. We are waiting on a 30-second commercial with the suggested changes.
- Nikki has started working on the 2021 Gift Guide, with the same format as last year. We are giving merchants the opportunity to keep their listing the same or add an updated picture and pricing.
- Nikki and Kasey met with the Rutland Herald to discuss a partnership on their Holiday publications, including the Winter edition of Explore magazine and the Holiday Lifestyles and Gift Ideas guide.
- Nikki met with KillingtonTV to discuss advertising during the upcoming ski season.

**Events: Nikki**

- The Events Committee met last week and discussed upcoming holiday initiatives.
- The Downtown Rutland Holiday Stroll will be held Saturday, November 27th, 2021.
- The Tree Lighting will be held on Friday, December 3rd, 2021.
- The Holiday Window Decorating Contest will be held November 27th through December 17th. In addition to the People’s Choice award, we will be adding new categories this year and guest judges.
- Nikki met with Craig Hahn, who has plans to move the Galactic Toy Drop outside to downtown’s Depot Park on Saturday, December 4th.
- We met with the Winterfest to discuss the 2022 events. We have another check-in this week to finalize the dates for next year.

**Business Development: Nikki**

- No new grant applications at this time.

**Executive Director Update: Nikki**

- Nikki attended the Vermont Downtown Directors Retreat in Montpelier on September 22nd. We discussed upcoming grant opportunities for designated downtowns, event successes and failures during the pandemic, opportunities for placemaking, and advocacy for Vermont downtowns in the legislature by the Necrason Group.
- Nikki has joined the working group to establish a TIF district in Downtown Rutland and areas surrounding the district.

- Nikki is continuing to assist in the creation of the Vermont Downtown Coalition, to advocate for more support for the downtown program from the state. She is meeting with employees of downtown Waterbury and Middlebury this week to start the branding process.
- Keeping an eye on Covid updates as cases start to rise again in Rutland County.

### **New Business**

- Beyond Woodworking opened a new office space in The Loft.
- There is a new business in the former Aaron's space at 30 Merchants Row called Four T's.
- Center St Saloon parklets caused some water flow issues onto the sidewalk during rainstorms (flooding). The Rec has been asked to move the bollards forward next year to alleviate this issue.
- Community members have been complaining online about the newly painted crosswalks being slippery. Nikki will call the DPW commissioner to ask if there's an official statement he can provide for us to communicate to the public.

### **Old Business:**

- None

### **Liaison updates**

- **Board of Aldermen**
  - Received one proposal in response from their RFP. Aldermen will fund up to \$80,000. Expect it to be a 9-month project. If approved, it would allow the city to take on infrastructure projects at no cost to the taxpayer.
  - Gave money to Farmers Food Center to expand.
  - Colleen Wilcox is looking to put a mural on City Hall. Lots of support. Need to fund it.
- **Rutland Redevelopment Authority**
  - The RRA is in the middle of its review.
  - BROC refrigerator project is moving forward.
  - Two BIAPs were approved.
- **Parking Garage**
  - No liaison present.

**The meeting adjourned at 8:35am.**

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**Next meeting:** November 16, 2021