



DRP Board Meeting Minutes September 20, 2022 | 8AM

Present: Tiffany Saltis, Katye Munger, Brian Budrow, Kiana McClure, Tiffany Walker, Michael Talbott, John Kawitoski, Jennifer Usher, Jaziah DeRosia, Eileen Coughlin, Janelle Howard

Absent: Rebecca Langer, Eddie Ryan, Tammy Landon, Jessi Travers

1. Meeting called to order at 8:04 a.m.

2. Approval of the August board meeting minutes.

Motion to approve: John. Second: Janelle.

3. Review of the August Treasurer's reports : Eddie Ryan, DRP Treasurer was absent from the meeting

4. Committee Reports

a. Streetscape

i. Streetscape Coordinator Ian Bard has worked on beautification projects: litter pick up, sidewalk sweeping, weeding, emptying cigarette butlers, weeding and filling in tree pits with stone, etc.

ii. Wayfinding signs went up and are being well received by the community. A safety bar still needs to be installed at the large wayfinding sign in Depot Park to keep visually impaired patrons safe. The business directory will also need to be updated. We will make those changes after the fall '22 businesses slated to open do so successfully.

b. Marketing

i. Yankee Magazine published a four-page story on visiting Rutland in their Our Vermont publication.

ii. Updated DRP Fall spreads in:

- Rutland Magazine
- NYVT Media
- Explore Magazine

Another ad running in RH Best of the Best as we won "2022 Best Music

Festival”

iii. Making an effort to keep community publication relations strong. With that, we submitted a column to the Rutland Herald. We will contribute a monthly column that will showcase what the DRP is up to. This transparency will strengthen trust and credibility in the public eye.

iv: Created FB event for Downtown’s Sip and Shop event. Social media marketing for that event has begun.

v. Visit Rutland YouTube campaign is running

vi: We’ve begun planning for 2022 Gift Guide

c. Events

i. Sip & Shop is our next big event. 20 businesses participating, 18 of 20 vendors secured. We worked with Studio Mini to design Downtown Rutland packable nylon tote bags. The first 100 participants to sign up for the Sip and Shop will receive one.

ii. Holiday events: Holiday Stroll Nov 26. Santa will be at Wonderfeet for a different date so we will not hire a santa and step on their toes. Tree Lighting will tentatively be Nov. 25 between Rudolph musical shows. We are working with the MINT to create DRP ornaments for kids to decorate for free at Wonderfeet. We think this will be a nice addition to the event. The RHS choir will perform at the tree lighting.

d. Business Development

i. Secured grant through VT Downtown Coalition which will provide a 360 study through Cobalt Community Research. It will give us population metrics that will help us shape business and community development initiatives.

ii. Awarded Trapdoor \$500 grant. Still waiting on documentation from Taso. West Street Grille, Mindful Monkey, Mountain Girl Cannabis are also interested in applying for a grant

5. Executive Director Update

i. Tiffany S and Brian will be attending a VT Downtown overnight retreat tonight in Grand Isle. 23 Downtowns will be represented and the retreat provides monumental educational opportunities.

ii. CU Intern will be joining DRP. Mason, a senior, will start this week as a video production intern and will be filming around downtown.

iii. DRP contributed \$1,000 to the Chaffee’s Better Places grant project. The contribution ensured the installation of LMNOPI’s mural at City Hall.

iv: Another mural is being considered for Mountain Girl Cannabis.

6. New Business

We are floating the idea of Downtown Rutland merch. It could be added to our website, and we may soft launch with the DRP tote bags to gauge demand.

7. Old Business

i. Still considering a new office location

ii. Our App is experiencing technical issues. Fixing it is outside of our capabilities. We do not think it is worth it to source outside support to fix it as the app is not widely used. The app has roughly 30 downloads total. Financially, it doesn't make sense to invest in the app with very little return on investment.

8. Liaison updates

a. Board of Alderman

i. Board approved to move forward with the Hail Group at 1.2 million

ii. Approval of Mountain Girl Cannabis license

iii. Designs submitted for Main Street Park Gazebo

iv. A Center Street Scoping Study meeting will take place at CEDRR next week

v. Updating Rutland City Fire Department engine/ladder

vi. Purchased solar credits from Casella

vii. Passed resolution banning hate symbols

viii. Tadio and Talbott attended IDEAL VT, which is focused on equity work

ix. Parking committee will meet this Thursday to talk about long term plans regarding the new parking rates and winter parking bans.

b. Rutland Redevelopment Authority

9. Adjournment at 8:49 am

Next meeting: October 18, 2022, at 8am