



CHURCH STREET MARKETPLACE

CSMC Meeting Minutes Wednesday, July 21st, 2021

ATTENDANCE:

Commissioners: Becky Holt, Linda Magoon, Jeff Nick, Lorre Tucker, Erik Monsen, Jed Davis (via zoom), Buddy Singh, and Mark Bouchette

Commissioners Not in Attendance: Sarah Beal (maternity leave)

Members of the Public: Colin Hilliard (BBA)

Staff: Kara Alnasrawi - Executive Director, Julia Chalmers - Marketing Coordinator (via zoom)

CALL TO ORDER AND APPROVAL OF AGENDA:

At 9:06am Jeff Nick called the meeting to order

- Approval of agenda. Motion: Linda, Second: Loree. Unanimously approved.

APPROVAL OF MINUTES: April 21, 2021

- Jeff Nick moved to adopt the minutes of the April 21st, 2021 meeting.
- Motion: Lorre, Second: Becky. Unanimously approved.

TREASURER'S REPORT:

- Kara shares on behalf of Buddy they are wrapping up final invoices and payrolls from the last budget.
- Rusty Scuffer hasn't paid their Marketplace fees in years
 - Discussion ensues over the best course of action to have Rusty Scuffer begin paying

EXECUTIVE REPORT

- DID fee was changed to 3.5 cents. The Mayor did extensive research to reach this number which represents level funding after the city-wide assessment
- All CityPlace lawsuits have been settled except perhaps the John Franco lawsuit.
 - The City will reconstruct the grid using TIF funds regardless how mall construction moves forward
 - Discussion ensues over lack of public parking in the new CityPlace design
- CityPlace's request to have their fees waived has been denied and they have not indicated that they will pursue an appeal
 - CityPlace fees makeup 10% of the Marketplace fees
- The City's first Juneteenth celebration was a success and a strong weekend for retailers and restaurants
- Every merchant spoken to on the Marketplace is hitting or exceeding their 2019 numbers
- All office processes and applications are now streamlined and online
- Festival of Fools will be putting their main stage in City Hall Park to alleviate congestion
- Bill Truex and the Antique Boat Show will have 5 antique boats on display on the Marketplace on July 29th
- September is the 40th anniversary of the Marketplace. The working list of events for the week is:
 - Kick off press release with Mayor and founders
 - Taste of Church Street event celebrating restaurants and benefitting Howard Street outreach team
 - Historic tours of the street
 - Employee appreciation event at Halvorson's

- Movie night on the street
- Kids focused birthday part
- Maintenance team update
 - Jim Daly broke his heel and is on short term disability
 - A new seasonal employee has been hired to assist the team
 - New up-lights have been installed in the trees that can change color and give the trees breathing room before installing new lights
 - New leaf blowers have been purchased
 - New uniforms will be arriving soon for the team
- Christmas planning has started and the team is looking for local community sponsors
- Sidewalk sale will be August 4th – 8th
 - New light pole banners and intersection banners have been ordered as well as street stickers
 - There will be an early bird coffee special
 - Jeff requests clear parking signage
- The team had the Mayor record a radio ad welcoming the community back to Burlington that will air on The Point (top music radio in the area)
- Kara and Kelly Devine will be hosting a tour highlighting Burlington's Place making initiatives
- Marketplace Coordinator position is being graded by the HR team
- Admin and outreach position is also in the works
- Kara is working with law partners to discern the ARPA funding possibilities
 - The team is working on gathering the community's input to direct the use of the funds
- The team is working on activation throughout the City, graffiti removal, and holiday décor for City Hall park.
- Kara will be moving forward with the expanded district effort
- Discussion ensues over safety at City Hall Park.

CHAIRS REPORT:

- Jeff shares his concern over safety in the City
- Jeff shares details of his meeting with BPD Commissioner Melo Grant and Kara
- Discussion ensues over expanding the downtown district

ADJOURN