

DRAFT CSM Commission Meeting Minutes  
 November 19, 2014  
 Meeting held at 29 Church Street, 3<sup>rd</sup> Floor Conference Room

Commissioners present: Jed Davis, Buddy Singh, Matthew Chabot, Jeff Nick, Celia Daly, Eli Lesser-Goldsmith, Phil Merrick

CSM Staff present: Ron Redmond, Becky Cassidy, Jenny Morse, Eric Stadlin

Visitors: Tripp Muldrow & Shawn Terpack of Arnett Muldrow, Greenville, SC; Kelly Divine of Burlington Business Association; Andy Hill of Desman Associates (parking consultant to City of Burlington; Laura Cheney & Chuck Mauro of Select Design.

- I. Come to order
- II. Agenda
- III. Minutes

October 15 minutes- Jed Davis motion, Chabot second, minutes approved  
 Minutes to discuss smoking ban- motion-Phil, second Jed Davis, minutes approved

IV. Public Forum

- A. Downtown Parking Update-Kelly Divine
  - Presentation of parking update, to be given that evening (Nov 19)
  - Half of private facilities are utilized- make use of underutilized capacity
  - Safety and security issues, pricing differences

V. Chair's Reports

- A. Finance Report- Budd Singh
  - 36% of budget at 30% of year
  - At about 50% of spending because of encumbered funds. Report below run on 11/17/2014 Representing 38.4% of the budget year

<u>BUDGET:</u>	<u>Submitted</u>	<u>Amended</u>	<u>Change</u>
<b>Total Expenses FY14:</b>	\$898,945	\$898,945	\$0
<b>Total Revenues FY14:</b>	\$961,628	\$961,628	\$0
<b>Surplus Projection:</b>	\$62,683	\$62,683	\$0

ACTUAL:

<b>YTD Expenses:</b>	\$319,537	(36%)
<b>YTD Encumbrances:</b>	\$143,157	(16%)
<b>YTD REVENUE:</b>	\$481,136	(50%)
Expenses Remaining:	(\$436,251)	(49%)
Revenue To Recognize:	\$480,492	
Current Cash Balance:	\$161,600	
Surplus Projection:	\$62,684	

11/17/14	Budget	Spent	Encum	Remaining
Administration:	\$126,555	\$59,426	\$3,287	\$63,842
Public Relations:	\$196,511	\$71,025	\$82,107	\$43,379
Maintenance:	\$123,150	\$33,457	\$57,763	\$31,930
<b>TOTAL:</b>	<b>\$446,216</b>	<b>\$163,908</b>	<b>\$143,157</b>	<b>\$139,151</b>
	Budget	Spent	Encum	Remaining
Administration:	28.36%	46.96%	2.60%	50.45%
Public Relations:	44.04%	36.14%	41.78%	22.07%
Maintenance:	27.60%	27.17%	46.90%	25.93%
<b>TOTAL:</b>	<b>100.00%</b>	<b>36.73%</b>	<b>32.08%</b>	<b>31.18%</b>

**“Discretionary Funds” (excluding personnel):  
Prior Month**

10/10/14	Budget	Spent	Encum	Remaining
Administration:	\$126,555	\$51,193	\$8,612	\$66,750
Public Relations:	\$199,511	\$58,968	\$86,624	\$53,919
Maintenance:	\$123,150	\$28,832	\$66,961	\$27,357
<b>TOTAL:</b>	<b>\$449,216</b>	<b>\$138,994</b>	<b>\$162,197</b>	<b>\$148,026</b>
	Budget	Spent	Encum	Remaining
Administration:	28.17%	40.45%	6.80%	52.74%
Public Relations:	44.41%	29.56%	43.42%	27.03%
Maintenance:	27.41%	23.41%	54.37%	22.21%
<b>TOTAL:</b>	<b>100.00%</b>	<b>30.94%</b>	<b>36.11%</b>	<b>32.95%</b>

B.

**Municipal Credit Update**

- Reviewed draft of letter to Board of Finance. List store names at end of letter. Recommendations: show what CSM District generates in taxes, common area fees, recommend formation of a task force to determine credit amount; mention importance of supporting Marketplace now when it's thriving versus a time in the future when it may not.

**VI. Executive Director's Report**

- A. Request from William Kiendl, Ernie Pomerleau to remove steel and glass canopies from 96 Church Street (Stella), 98 Church Street (Jess) and 102 Church Street (Expressions). Motion to approve three sections at cost to landlord - Eli, second-Phil. Approved unanimously
- B. Implementation Plan for Smoking Ordinance
  - December 10-Implementation date
  - Potential signage was presented
  - Commissioners talked about importance police presence during the December 10<sup>th</sup> roll out

C. Refreshing the CSM Brand

- Select Design presented final three options for logo design. Motion to approve CSM logo-Phil, Second- Buddy, APPROVED!!

D. Auditing CSM's Marketing Program

Discussion with Tripp Muldrow and Shawn Terpack, Arnett Muldrow

In 2011, Arnett Muldrow, a nationally-recognized consulting firm specializing in downtown planning & management, worked with 52 downtown retail stores to collect customer zip/postal codes for seven day periods in May, and October. Total sample size was 3,999. Results of both May and October surveys were nearly identical

- 31.7% (more than one in every four) reported living in Burlington zip codes of 05401, 05408 and UVM campus, 05405.
- 23.1% reported living in the remainder of the Burlington MSA (rest of Chittenden County)
- 16.9% reported living in all other Vermont towns
- 13.3% from NY, CT, MA & NH
- 15% from other states, countries

**Why is our customer origin data still valid after three years?** Tripp explained that historically, customer origin data doesn't change unless there is a dramatic shift in a market. For example, were Williston or South Burlington to successfully build and execute a lifestyle center, similar to CSM, or if large portions of retail vacated the downtown for the suburbs, then an updated zip code survey would be justified. Tripp advised that the data is still valid, and that we can consider updating it in about 3-4 years.

Arnett Muldrow advised that customer origin surveys for downtown dining usually show a higher percentage of locals frequenting food and beverage businesses versus retail businesses. The results of November study CSM conducted bear that out.

For retail, downtown Burlington is NEITHER a "tourist only" destination or a "locals only" retail destination. It is a healthy mix of "thirds." Healthy downtowns have this kind of a mix:

- 1/3 Locals (Burlington)
- 1/3 Vermont (Burlington MSA + Rest of Vermont)
- 1/3 Visitors (NY, CT, MA, NH + all other states and countries)

This explains why we take a multi-pronged marketing strategy -we know we cannot neglect one target market for the others.

Weak spot in downtown's shopping: there is a clear drop-off of customer loyalty between Burlington residents and residents of the rest of Chittenden County where there are other shopping districts and alternatives.

- Restaurants were not included in 2011 study. Next step: Looking at restaurants in the downtown compared to retail
- Next steps with Tripp: Staff talking with Tripp over the next 6 months, finding out what other downtowns are doing

## VIII. Committees

- a.) Capital Improvements/Maintenance
  - a. Wifi Update: Goal is to install system that will count pedestrians on the Marketplace by counting active cell phones. Long term goal is to merge pedestrian data with store sales, in aggregate, and provide to retailers. Burlington Town Center will have a more sophisticated system because of their indoor environment. Having access to fiber will enable the installation of Webcams on Church Street.
  - b. The SWARM app will allow individual retailers to capture customer counts inside their stores, determine dwell times, and conversion ratios (from total CSM customers, passersby versus in-store customers.)
- b.) Merchant & Marketing
  - a. Holiday Sales Promotion update
    - i. Discussed upcoming holiday promotions for Black Friday, Small Business Saturday.
  - b. 150<sup>th</sup> Birthday Party, Saturday, February 21, 2015
- c.) Municipal Relations/Futures
  - a. Discussed information meetings at CSM office with City Councilors

ADJOURN