



**Church Street Marketplace Commission**  
Meeting Minutes, January 21, 2015

Commissioners present: Jeff Nick, Celia Daly, Buddy Singh, Jed Davis, Eli Lesser-Goldsmith, Lorre Tucker, Phil Merrick, Lara Allen. Marketplace Staff present: Ron Redmond, Becky Cassidy, Jenny Morse. Guests: Pat Marano (Burlington Town Center), Robin Sutphen (New Moon), Gregg Meyer (City Attorney’s office), Renee Reiber and Todd Gross (Phoenix Books)

- I. COME TO ORDER
- II. AGENDA
- III. MINUTES
  - a. Motion to approve – Phil
  - b. Second- Buddy
  - c. Minutes approved
- IV. PUBLIC FORUM
  - a. Update on Burlington Town Center from VP, Devonwood Investors, Pat Morano – Trying to make the mall more family friendly with more events and expos.
- V. Chairs Reports
  - a. Finance Report
    - i. BED changed CSM’s rate, resulting in lower charges. Savings plus unexpended budgeted funds are covering unexpected costs like electrical upgrades for lighting.
    - ii. FY16 budget to City Hall by May; budget discussions to begin at February meeting. Sidewalk café rate to be determined so multi-year license agreements can be instituted, effective May 1. Staff to meet with Panera café re: a reduced café footprint in 2015, plus site management requirements, written into the licensing agreement.
    - iii. CPA Alice Astarita to be invited to next Commission meeting to discuss her role going forward.

VI. **Notes On Year to Date Budget Numbers:**

Report was Run on 1/20/2014 Representing 56.7% 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
<u>ACTUAL:</u>			
<b>YTD Expenses:</b>	\$505,350	(64%)	
<b>YTD Encumbrances:</b>	\$73,626	(8%)	
<b>YTD REVENUE:</b>	\$561,439	(58%)	
Expenses Remaining:	(\$319,968)	(36%)	

Revenue To Recognize: \$400,189  
 Current Cash Balance: \$56,088  
 Surplus Projection: \$62,683

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

1/20/15	Budget	Spent	Encum	Remaining	Prior Month
Administration:	\$125,755	\$80,160	\$47	\$45,548	
Public Relations:	\$222,811	\$126,521	\$49,979	\$46,311	
Maintenance:	\$126,150	\$78,553	\$23,630	\$23,967	
<b>TOTAL:</b>	<b>\$474,716</b>	<b>\$285,234</b>	<b>\$73,656</b>	<b>\$115,826</b>	
	Budget	Spent	Encum	Remaining	
Administration:	26.49%	63.74%	0.04%	36.22%	
Public Relations:	46.94%	56.78%	22.43%	20.78%	
Maintenance:	26.57%	62.27%	18.73%	19.00%	
<b>TOTAL:</b>	<b>100.00%</b>	<b>60.09%</b>	<b>15.52%</b>	<b>24.40%</b>	
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>	

- a. Update on Smoking Ordinance –proposed resolution, expanding 9 ft rule (8:05-8: 25)
  - i. Roll out of smoking ban seen as successful but ban has created problems on side streets. CSMC discussed its role for advocating for a ban beyond the district. No action taken.
  - ii. Discussed the 9-foot right of way rule for Church Street and how that strategy could be used for side streets (6 foot rule?)
- b. Feedback re: parking. Kelly Devine delayed. Discussion to be moved to next meeting.
- c. Municipal Credit Update
  - i. City Attorney Gregg Meyer and Commissioners discussed the status of the municipal credit. Numerous solutions have been proposed (City paying common area fee, maintenance fee, assuming snow removal or lighting contracts) but all have been rejected because of charter language, § 325 (b) ... *In adopting an appropriation for operation of the marketplace, the city council shall not determine that any portion thereof be raised by the city tax levy.* Benches and trees can be covered by the City, however. Catch basins already determined to be a covered capital expense. Discussed if 325 (b) would apply to an expanded CSM District, which would mean expansion is a non-starter without charter change.
  - ii. Gregg Meyer provided an update on the trespass ordinance. Case headed for the Vermont Supreme Court. Plaintiffs arguing it is unconstitutional.
  - iii. Jed Davis asked rhetorically: what are the benefits to side street businesses for an expanded district. What are the services offered and what are the tiers of membership? What is the level of interest? Would fees be tiered based on service delivery.

- iv. CSMC discussed attending Board of Finance in April– to begin educating the Council on the CSM budget. Discussed including a credit in the FY 16 budget and potentially voting down the budget submitted to the City Council.
- VII. Executive Director’s Report
  - a. Discussion of Street Entertainer Program
    - i. Current format for street performers designed in the 1980s and no longer reflective of the Street in 2015. Old model was designed to bring life to the street. That’s been achieved and now perception is too many performers in an already crowded street, and quality of performers has declined.
    - ii. Staff plans to raise audition standards in 2015. Commission discussed ideas including: different types of permits based on days of time, time of day; certain nights a week with no street performers, but instead featuring local artists, local food producers geared toward the local customer
- VIII. Committees
  - i. Celia- Motion to appoint Phil Merrick as CSM’s representative on the parking council. Second- Buddy. Approved
- IX. Guests: Renee Reiber and Todd Gross from Phoenix Books
  - i. Concerned about smoking ban affecting their business
  - ii. Brought up that side street businesses have the “us vs. Marketplace” mentality
- b. Capital Improvements/Maintenance
  - c. Merchant & Marketing
    - i. January merchant meeting (new format) well attended!
    - ii. Winter Weekend and Retail Sales Promotions
    - iii. Update on 150<sup>th</sup> Birthday Party, Saturday, February 21, 2015
- X. ADJOURN