

Church Street Marketplace District Commission
Meeting Minutes
February 18, 2015

Commissioners present: Jeff Nick, Jed Davis, Buddy Singh, Lorre Tucker, Lara Allen
CSM Staff Present: Ron Redmond, Becky Cassidy, Jenny Morse
Guests: Deb Miller (Ken’s Pizza), Robin Sutphen (New Moon Café), Mark Kalloz (The North Face)

- I. COME TO ORDER
- II. AGENDA
- III. MINUTES
 - a. Motion to approve- Buddy; Second-Lorre. Minutes approved unanimously
- IV. PUBLIC FORUM – No attendees
- V. Chair’s Reports
 - a. Q2 update of FY 15 operating budget and projection- Buddy Singh, Ron Redmond

Notes On Year to Date Budget Numbers:

Report was Run on 2/17/2015 Representing 64% of the budget year

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

ACTUAL:

YTD Expenses:	\$611,607	(68%)
YTD Encumbrances:	\$32,185	(4%)
YTD REVENUE:	\$916,257	(95%)
Expenses Remaining:	(\$254,853)	(28%)
Revenue To Recognize:	\$45,371	
Current Cash Balance:	\$304,651	
Surplus Projection:	\$62,683	

1/20/15	Budget	Spent	Encum	Remaining
Administration:	\$125,755	\$87,071	\$613	\$38,071
Public Relations:	\$222,811	\$179,066	\$18,377	\$25,368
Maintenance:	\$126,150	\$94,175	\$13,526	\$18,449
TOTAL:	\$474,716	\$360,312	\$32,516	\$81,888
	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%
TOTAL:	100.00%	60.09%	15.52%	24.40%

RECAP of FY 15 Budget Reallocation to enhance CSM Marketing, presented by Ron Redmond.

- **In May, 2015, for the FY 15 budget, the Commission approved** reducing Marketplace Asst. position from FT to PT (25hrs/week). Budget \$30,000
- **In July, 2014, the Commission revised the FY 15 budget, and approved** transferring duties of Marketplace Assistant to Marketing Assistant (Jenny Morse) Reallocate the \$30,000 to fund the following:
 1. Branding (Select Design) \$10,000
 2. Bookkeeper \$10,000
 3. Graphic Designer \$ 5,000
 4. Marketing Consultant (Tripp Muldrow) \$ 5,000TOTAL \$30,000
- **As of February, 2015, the following reflects the anticipated and unanticipated expenses that have occurred**
 1. Branding/Graphic Design \$10,000
 2. Downtown Consultant \$ 1,500
 3. Electrical upgrades \$19,000
 4. Lift Repairs/Rentals \$ 5,000
 5. Replacement lights \$ 6,000
 6. Muzak repair \$ 1,000
 7. No Smoking Signage \$ 2,500
 8. Locks, electrical bollards \$ 2,500TOTAL \$47,500

Plan moving forward:

- Have identified savings in Utilities/Electricity, other accounts
 - Reducing temporary Maintenance help
 - Projection: FY 15 revenues ahead by \$10,000 at year-end.
 - FY 15 revenues > FY 15 expenses: surplus projected of between \$65k - \$75k (last fiscal year was 89K)
- b. Preliminary review FY 16 DRAFT operating budget
- Discussion of how Market Segmentation will be used to determine programs and strategies: 80/20 rule
 - 80% of potential \$ expenditures for Church Street and downtown= Resident market (greater Chittenden County and beyond)
 - 20% of potential \$ expenditures for Church Street and downtown = Tourists (or non-Vermonters) + Students + Downtown Employees
 - Our target is women! 85% of household purchasing decisions made by women. Build it for Women and the Men Will Follow
 - In FY 16, we will explore new, different channels and strategies. But first, in March/April, we will:

- Consult with Select Design
 - Review results of 2015 CSM marketing survey
 - Talk with key CSM and downtown businesses
 - Estimate available FY 16 surplus – prioritize for capital and marketing
- c. Downtown Parking Team presentation- Kelly Divine, BBA
- Potential for the CSM commission to have a voice and a seat at the table for how public (and private) parking is determined and managed in the downtown core
 - Creating new entity to manage parking and transportation for Burlington – set rates, hours of operations etc. Goal: move employees out of Marketplace Garage.
- VI. Executive Director’s Report
- a. Update on low barrier warmer shelter at the old Ethan Allen Club on College St
From Jan Demers, Champlain Valley Office of Economic Opportunity
- Open February 9 to April 3, 2015; 23 cots total; Full every night since opening. 5:30 pm – 7:30 am
 - 3 job placements; 1 detox; 1 on wait list for Maple Leaf
 - UVM providing “pick up & deliver” laundry services for bedding
 - Managed by CVOEO; support from volunteers; Funded through “emergency solutions grant” from State
 - On-site security
 - No issues with neighbors, to date
- b. 2015 Safety & Security Meeting of Downtown Stakeholders, Thursday, March 15, 9-10:30am at BPD’s Community Room
- VII. Capital Improvements/Maintenance
- a. CSM WiFi system update. Now a Spring launch.
- VIII. Merchant & Marketing
- a. February merchant meeting, Winter Weekend Results, 150th Birthday Party, Magic Hat Mardi Gras Parade, Mother of All Sales at BTC
- IX. Municipal Relations/Futures
- X. ADJOURN