

Church Street Marketplace Commission Meeting Minutes February 20, 2019

Commissioners Present: Jeff Nick, Sarah Beal, Lorre Tucker, Lara Allen, Linda Magoon, Buddy Singh
CSM Staff Present – Ron Redmond, Jenny Morse, Jim Daly, Ryan Midden, Nathan Lantieri
Visitors: Alex Bunten, Melissa Desautels, Llyndara Harbour

COME TO ORDER 9:05 AM

- I. AGENDA
- II. APPROVAL OF MINUTES – January, 2019
 - a. Motion- Linda; Second – Lara; Minutes approved.
- III. PUBLIC FORUM
 - a. Llyndara Harbour – need long term/discount parking for employees.
 - b. Alex Bunten – New PARC system features a parking card employers can purchase for their employees; a merchant validation program. Group discussed advantages of having a solid program that can be part of hiring process/new employee training program i.e. “This is where you park.”
 - c. CSM staff advocating for better lighting on the path between Lakeview and College Street garages that leads to Bank Street. Needs to be more welcoming. CSM maintenance staff cleared overgrown vegetation from that area just prior to the 2018 holiday season.
- IV. COMMISSIONER’S CORNER
 - a. Lara Allen – Need attention paid to not having events that hurt businesses. Price of Shop & Sip should increase to \$10 (from \$5) or more.
 - b. Lorre Tucker – Officially retired! Recently visited Saratoga and there was no problem parking.
 - c. Linda Magoon – Every Commissioner needs to be on Instagram
 - d. Buddy – CSM Instagram feels like an experience. Everyone is working together great.
 - e. Jeff – Shout out to Jim Daly and his staff and their attention to detail.
- V. FINANCES
 - a. FY 19 to date
 - i. 64% through the year, 72% expended. Money from holiday parking promotion made budget expenditures seem very high.
 - b. Preliminary FY20 Operating Budget
 - i. First draft presented – Budget to be finalized by April meeting. No increase in Common Area Fee. Interfund transfer increases from \$11k in FY 18 to \$21k in FY20
 - ii. Programs CSM staff considering for FY 20 budget
 1. Indoor pedestrian counters for retail stores? Should we subsidize that cost?
 2. RFPs for digital kiosk; new convertible stage; intersection cables
 3. By end of 2020, make decision re: snow removal: contractor versus in-house.
 - a. Discussion around snow removal services, bringing services in house and the impact on the CSM team.
 - iii. As part of the CityPlace Development Agreement, \$100,000 in business assistance funding from Brookfield to be spent between now and November, 2021. CEDO managing funds and working with CSM and BBA on a plan. Past survey of downtown retailers revealed two top priorities: 1) events; 2) wayfinding signage. We will survey retailers again.

- iv. Generating new opportunities for sponsorship. Each Commissioner to send Ron Redmond three leads and be prepared to make sponsorship requests with us.
 - v. CSM Commission to ask City to cut indirect fees by 50% - Jeff
- VI. CSM Staff
 - a. Survey Results: Retail Marketing & Promotion. Sales Up for 2018. Fourth quarter sales up versus 2017; Q4 remains best quarter, demonstrating we are attracting predominantly locals.
 - b. Comments from Commission:
 - i. Offer group discounts to all retailers to incentivize them purchasing branded popup tents in front of their stores.
 - ii. Linda: Are we asking the right questions in the annual Sales & Marketing Survey? Understanding events vs holidays and different audiences for each.
 - iii. Disconnect between merchants and events. "Not every event is going to be for everyone." How will an event help the merchants, and if it won't help them, how can we diminish the impact? Continue practice of regularly surveying retailers, to assess what's working, not working.
 - iv. Marketing for Shop & Sip was good. With non-alcoholic offerings featured, is the event "Shop & Taste?" CSM retailers to be briefed and determine best name.
 - v. Concerns expressed about Mardi Gras.
 - c. Survey Results: Customer Service Survey. All indicators of staff's service to CSM businesses show continued good performance: Marketing, Maintenance, Administration and Safety. Maintenance always knocks it out of the park.
 - d. Update: CSM Marketing Program reviewed.
- VII. PUBLIC PARKING (Jeff Nick)
 - a. Plan BTV update – Doesn't address what the business community needs. Pay attention to parking and make it as convenient and accessible as possible. Consider the largest mode of transportation – private automobile. Jeff to send comments to Planning & Zoning.
 - i. Motion to send with edits within 24 hours- Buddy; Second – Lara; Motion passes
- VIII. ADJOURN