

Church Street Marketplace District Commission  
Meeting Minutes  
Wednesday, September 19, 2015

CSM Commissioners present: Jeff Nick, Jed Davis, Buddy Singh, Chad Hutchins, Robin Sutphen, Lara Allen, Eli Lesser-Goldsmith, Phil Merrick, Lorre Tucker

CSM Staff present: Ron Redmond, Becky Cassidy, Jenny Morse, Joanna Nagle

Visitors: Mark Kalloz, (The North Face), Brenda Vinson (Uncommon Grounds), Shane Haley (UVM student), Paul Buschner (A-Maize-ing Kettle Korn)

I. COME TO ORDER

II. AGENDA

III. MINUTES

Motion: Singh Second: Sutphen. Approved unanimously.

IV. PUBLIC FORUM

V. CHAIR'S REPORTS

a. Finance Report

b. SWOT Analysis

-Commissioners discussed the Strengths, Weaknesses, Opportunities, Threats of the Marketplace District and downtown. A final draft will be presented at the October meeting.

- **STRENGTHS (Internal to CSM).** *What advantages does our organization have? What do we do better than anyone else? What unique resources can we draw upon that others can't? What do people in our market see as your strengths?*
- **WEAKNESSES (Internal to CSM)** *What could we improve? What should we avoid? What are people in our market likely to see as weaknesses? What factors lose sales? Do other people seem to perceive weaknesses that we don't see? Are our competitors doing better than us?*
- **OPPORTUNITIES (external factors)** *What opportunities can you identify? What relevant trends are you aware of? Changes in technology and markets? . . . government policy? . . . social patterns, population profiles, lifestyle changes?*
- **THREATS (external factors)** *What obstacles do we face? What are our competitors doing? Is changing technology threatening our position? Is our budget sustainable? Could any of the weaknesses seriously threaten our organization?*

VI. EXECUTIVE DIRECTOR'S REPORT

a. 2015 Street Outreach Team presentation, Matt Young, Howard Center

Events help perceptions of the downtown and helps keep bad behavior at bay. Bar is set for behavior every day by the courts

b. Discussion Points from September CSM Merchant Meeting for October Commission meeting where Chief del Pozo will be present.

- **Re-evaluate Parks Patrol.** Either increase their authority or consider hiring more experienced individuals.
- **Institute a sidewalk ordinance for downtown,** similar to Church Street's 9-foot right of way. Consider a 6-foot right of way.

- **Redeploy BPD officers**– place them where there are the highest levels of calls for service ... Church Street and North Street.
- **Re-think our municipal ticket program.** There are NO consequences because there is no enforcement.
- **Analyze who the problem people are and focus policies and resources on them.** A small number of individuals appear to be causing 90% of the problems in our downtown.
- **We are committed to Community Policing and will continue sharing responsibility for the safety & security of our downtown.** But, in the end, we still need police officers to address negative behavior.

c. Cart Vendor Program Update

Request from staff to approve new members of CSM License Committee.

- Paul Buschner replacing Maureen Short
- Amir Jusufagic replacing Cormac Walsh (Mr. Cool) and Dave Stoll (Boo-kies).
- Add a fourth cart vendor -- Paul Stanton, Cow Cart (retail cart)
- Mark Bouchett, representing CSM retailers (replacing Rachel Cloutier of Sweet Lady Jane).

a. Motion to approve new committee members: Lorre

b. Second: Buddy

c. Approved

d. Presentation on current status of cart vendor program

- Looking at sizes, enforcing standards, identifying new cart designs, extending the season with closed in carts
- Small group of commission/retailers/restaurateurs/others to look at new cart designs

VI. Capital Improvements/Maintenance

VII. Merchant & Marketing

a. Fashion's Night Burlington and Halloween Update

b. CSM Marketing and Promotion results over the past year – presentation had been sent to CSM Commission members.

VIII. Municipal Relations/Future

IX. ADJOURN