

CSMC Meeting Minutes
WEDNESDAY, November 20, 2019

Commissioners: Jeff Nick, Linda Magoon, Sarah Beal, Lara Allen, Jed Davis, Mark Bouchett, Lorre Tucker, Buddy Singh

Stakeholders: Llyndara Harbour, Melissa Desautels Staff: Kara Alnasrawi, Executive Director

APPROVAL OF MINUTES – October 16, 2019 Motion. Lara. Second, Jed. Unanimously approved.

Public Forum: Kelly Devine, Alex Bunten, Jeff Padgett. Unanimously approved.

- Kelly Devine working on having ex-officio member of Church Street Marketplace to be liaison with BBA
- Total of \$7,500 available from “Brookfield funds” for shop local Christmas season. For entire downtown including events and streetscape improvements
- KRU coffee asking for seasonal airlock entry at 2 Church Street: Motion to approve Buddy Singh, 2nd Lorre Tucker; approved by unanimous vote

Maintenance Report: Jim Daly

- All benches off street/many trash receptacles removed/ lights ready for holiday /Christmas tree donated by Dubois family from Williston. Jim has already contacted the news and press – discussion re: good PR and excitement of tree being brought in.
- Snow removal – looking at new contractor for next year because of multiple equipment failures.
- Could use another John Deere tractor for snow removal.
- Need part-time maintenance staff for winter months
- Rollout – retailers need to be engaged and handling validation with coupons from BBA for 4 hours free on weekdays, free Saturday parking doesn’t require validation.
- Messaging – WCAX, 7 Days insert, local papers, radio live-reads, front porch forum messages, Google Ad Words, street banner messages, social media stories.
- Discussion re: importance of specifying that free promotional parking at “select” garages only – also discussed signage, greeters and side street lighting.

CHAIR’S REPORT

- Welcomed Kara Alnasrawi as new Executive Director
- Ron Redmond available through end of November.
- Restricting off-premise alcohol sales – our request to ban sleeping and seating devices on street has not been reviewed – suggest focusing on restricting off-premise alcohol sales and getting some city counselor involved. Jeff to spearhead this effort. It’s about behavior that hinders the concept of “shared spaces”. Kara willing to organize a community – based group to address this issue.
- South Winooski Ave update: We have a list of our concerns including loss of parking spaces. BBA to put out statement on this topic – concern for safety key. Transportationno net loss of parking spots permitted is a city policy set forth in the city’s plan.
- BBA Membership renewal – Jeff recommends that the Marketplace rejoin the BBA – all agreed

FINANCIAL REVIEW

- \$20k surplus last fiscal year to be put into foundation account

HOLIDAY BUDGET

Brookfield funds – Jeff Padgett

Income

\$50k – CEDO

\$72K – DPW

\$10K – Church St. Marketplace

\$132 K pledged funds for holiday parking promotion

Expenses

\$50k – toward promotion and events

\$72k – toward parking costs for employees and visitors

Free parking at Lakeview Garage on Saturdays – 4 hours, free on weekday

HOLIDAY PREPARATIONS

- Discussed promoting Santa early, tree lighting, bathrooms will be open in Burlington Town Center – more assets going out on social media – hot chocolate – carolers – holiday music/musak

MARKETING

- Discussion regarding pixel pods. JunaPr paid through end of December.

Voted to go into executive session at 10:35

Voted to come out of executive session at 11:10. No decisions made.

Next meeting Wednesday December 18 9:00am at 29 Church Street

ADJOURN