

## Church Street Marketplace Commission Meeting

Held at 2 Church Street, Suite 2A

Burlington, Vermont 05401

MINUTES for June 18, 2014

### ATTENDING:

**Commissioners:** Lorre Tucker, Jeff Nick, Celia Daly, Phil Merrick, Matt Chabot, Eli Lesser Goldsmith, Buddy Singh, Lara Heath. **Church Street Marketplace Staff:** Ron Redmond, Becky Cassidy, Jenny Morse, Adna Karabegović **Visitors:** John Stork

### MEETING CALLED TO ORDER

#### I. AGENDA DISTRIBUTED

#### II. MINUTES

**III. PUBLIC FORUM:** Street entertainer John Stork requested CSM Commission consider adjusting its Street Performer rules & regulations for Circle Shows, and allow for up to 20 additional minutes for set up and break down. Proposed circle shows could pay a higher fee. Staff presented past challenges in working with John and the importance of consistency in order to maintain order on the Street. (see notes below). Commission discussed risks and rewards of making exceptions to individual entertainers, concerns if 2-3 circle shows are occurring simultaneously, do they need an oversight committee similar to License Committee for Cart Vendors? Street Performer's are asked to follow an "honor" system, which requires collaboration among other performers and business owners. Commission recommended decisions for John Stork be made based on staff discretion. Any changes in rules and regulations will require Commission approval.

#### IV. CHAIR REPORT

- a. Finance Report – Buddy Singh
- 104% revenue, more revenue than expected
  - Surplus of 122k projected
  - \$30k in indirect costs from city
  - FY15- no more true up
  - 3 year payback instead of 2

#### **Notes On Year to Date Budget Numbers:**

Report was Run on 6/16/2013 Representing 96.1% of the budget year

<u>BUDGET:</u>	<u>Submitted</u>	<u>Amended</u>	<u>Change</u>
<b>Total Expenses FY14:</b>	\$839,924	\$846,776	\$6852
<b>Total Revenues FY14:</b>	\$926,368	\$933,220	\$6852
<b>Surplus Projection:</b>	\$86,444	\$86,444	\$0

#### ACTUAL:

<b>YTD Expenses:</b>	\$786,222	(92%)
<b>YTD Encumbrances:</b>	\$13,296	(94%)
<b>YTD REVENUE:</b>	\$969,430	(104%)
Expenses Remaining:	-\$47,256	(6%)
Encumbrances:	-\$13,296	
Revenue To Recognize:	NA	
Current Cash Balance:	+\$183,208	
Projected Surplus:	\$122,656	

4/14/14	Budget	Spent	Encum	Remaining
Administration:	\$117,333	\$99,451	\$2,257	\$15,625
Public Relations:	\$155,503	\$136,858	\$14,806	\$3,839
Maintenance:	\$123,297	\$109,685	\$2,032	\$11,580
TOTAL:	\$396,133	\$345,994	\$19,095	\$31,044
	Budget	Spent	Encum	Remaining
Administration:	29.62%	28.74%	11.82%	50.33%
Public Relations:	39.26%	39.56%	77.54%	12.37%
Maintenance:	31.13%	31.70%	10.64%	37.30%
TOTAL:	100.00%	87.34%	4.82%	7.84%
6/16/14	Budget	Spent	Encum	Remaining
Administration:	\$115,723	\$122,814	\$1,683	(\$8,773)
Public Relations:	\$158,803	\$146,076	\$6,685	\$6,042
Maintenance:	\$125,497	\$118,355	\$4,928	\$2,214
TOTAL:	\$400,023	\$387,244	\$13,296	(\$517)
	Budget	Spent	Encum	Remaining
Administration:	28.93%	31.71%	12.66%	na
Public Relations:	39.70%	37.72%	50.28%	na
Maintenance:	31.37%	30.56%	37.06%	na
TOTAL:	100.00%	96.81%	3.32%	na

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

Important Points:

These numbers do not include Ron/Alice’s notes to us concerning what the City of Burlington will charge for administration fee, health insurance, and other employee benefits. Those numbers as discussed in prior meetings will DECREASE surplus, discretionary funds are running OVERBUDGET. Additionally some of this revenues realized for this fiscal year are Sidewalk Café/Cart Vendor from prior years showing in this years revenues.

b. Smoking Ban

Commission reviewed progress of proposed Smoking Ban, which is to be introduced to Burlington City Council, June 23<sup>rd</sup>.

c. Marketing & Promotion

- Commission discussed delaying the replacement of Marketing Assistant until July meeting discussion re: marketing.
  - How are we spending our money? What about allocating \$10k for RFP to local marketing companies, see pitches, see campaigns? Let’s take in depth look at what we do now for marketing,
- CSM Staff reported it will be surveying BIDs like Church Street and analyze their marketing programs and budgets. Also plan to survey Maintenance and Administration programs. Staff re-presented survey data of Marketplace merchants conducted in Q1.
- Commission asked staff to present Marketing program at the July meeting – where we are, where we’re going.

- d. Merchants Rights and Responsibilities
  - Commission discussed importance of enforcement of nine-foot public right of way on Church Street. Also discussed challenges at Rite Aid on Cherry Street where citizens, visitors colliding with panhandlers blocking sidewalk on north side of Cherry Street between South Winooski and Church Street. Staff presented the “Have a Heart, Give Smart” campaign, designed to change the culture of giving. Discussed the difference in views, opinions between Street Outreach team and CSM staff & BPD Police re: panhandling.

**V. EXECUTIVE DIRECTOR REPORT**

- a. CSM Intern Jeremy Plante presented updated information about
  - i. Sales & Use Taxes, Rooms & Meals Taxes
  - ii. Progress on CSM Sustainability Certification.
- b. **Route 802 and WiFi** . Route802, a Vermont-based company that offers new media solutions has presented Burlington Town Center and Church Street with plan for free Wi-Fi and a smart phone application to help retailers connect with shoppers. BTC is installing system in mall. CSM working with CEDO, BT to install on Church Street. Cost of installation is a barrier, currently. Once installed, shoppers with smartphones would be able to “opt in” to free Wi-Fi on Church Street and Burlington Town Center. Shoppers would then receive an option to download a free app called SWARM. SWARM gives brick-and-mortar retailers an advantage against e-commerce sites by allowing them to send text messages with personalized deals and rewards when customers are inside their stores. The SWARM app would also provide an on-going count of active cell phone signals on Church Street and Burlington Town Center, providing us with a reasonable method for counting

**VI. EXECUTIVE SESSION:**

- a. Commission voted unanimously to go into executive session, to discuss annual evaluation of the executive director.
- b. Commission came out of executive session. A letter from the Chair of the Commission will be sent to the Mayor, recommending reappointment of the executive director.

**VII. Adjournment. 10:15 am**