

Minutes
Church Street Marketplace District Commission
Meeting held at 29 Church Street, 3rd Floor Conference Room
Wednesday, July 16, 2014

Attending: Commissioners: Matthew Chabot, Buddy Singh, Celia Daly, Jeff Nick, Lara Heath, Lorre Tucker. Church Street Marketplace Staff: Ron Redmond, Jeremy Plante, Jenny Morse. Visitors: Chapin Spencer, Robin Sutphen, Diana Colangelo

- I. Come To Order
- II. Agenda Distributed
- III. Minutes. Commission discussed legal requirements for meeting minutes plus staff's efforts to include more detail for those CSM businesses and stakeholders who read minutes on-line; opportunity for them to learn about CSM. Draft June meeting minutes to be simplified; additional information to be posted separately on web for those who want more detail. Revised June minutes to be approved at August meeting.
- IV. Public Forum: Chapin Spencer, Director, Public Works Department. Chapin reviewed progress of the Downtown Parking Improvement Initiative, established by City Council resolution as a public/private partnership between BBA, CEDO and DPW, *"to listen, learn, and experiment so that stakeholders can identify and propose new and improved ways to manager, operate and maintain Burlington's public and private parking assets in the city's core."*

Phase I to be announced at Public Works Commission Wednesday evening, July 16: Rate changes to fund the above are proposed

- Rates at smart meters, \$1.50/hour w/ no time limit
- Extended enforcement time to 10 pm
- Increase hourly rate at Marketplace garage by \$2/hour to \$10/day; our rate at Lakeview & College garages by \$1/hour, maintaining \$8/ day.
- Increase monthly lease rates by \$5-\$6; meter hood fees: \$15 for 12-hour bags; \$30 for 24 hour bags.
- Add 35 on-street meters

With estimated \$493,000 additional revenue to be generated in FY 15, DPW proposes:

- closing \$250,000 budget deficit in traffic fund
- make \$100K in immediate capital repairs. Analysis shows Marketplace Garage has another 20 years of life; College Street also 20+. Lakeview more as it's newer
- invest in new technology. Installation of 300 smart meters in downtown core. Automated lane at Marketplace Garage
- begin to restore positive fund balance to Traffic Fund for future investments, unforeseen emergencies.
- Phase II of the initiative will be Summer, 2015
 - Second round of technology upgrades
 - Policy changes and rate adjustments
 - Pay-by-cell technology
 - Modification to 2 hour free program in municipal garages
 - Enforcement of on-street meters on Sundays

- V. Chair's Reports
 - a. Finance Report (Buddy). Current year-end projections show us with a \$160K surplus; not sure if benefits costs have been deducted yet by City. More realistic projection for surplus is \$100-\$120K.

b. Commission reviewed its action list and added several new items. Proposed public WIFI system will not be a cost for CSM or BT; will have to be funded privately. CSM staff working with CEDO and private individuals interested in seeing system realized. Commission also discussed the proposed credit from the city for municipal services, paid for through the commercial property tax by our property owners, but not provided to the Marketplace District.

VI. Executive Director's Report . Ron Redmond presented proposal to realign current staff in order to fund new initiatives, based on feedback staff has received from the Commission over the past two meetings.

■ Duties and Responsibilities of Marketplace Assistant And Marketing Assistant will be merged effective immediately. Savings of \$30,000.

With those savings, following investments proposed

■ Development of a Branding Book for CSM with Select Design (\$10,000)

■ 8-16 hours/week bookkeeper for A/P, time cards and other Admin duties (\$10,000)

■ Graphic designer for "re-tooling" of CSM programs and campaigns, based on branding book outcome

■ Contracting with national downtown marketing consultant, Tripp Muldrow, to audit CSM Marketing, present recommendations to Staff and Commission for near-term, long-term (thinking about possible expansion.)

Commission endorsed the proposal and staff to proceed.

Recent filling in of two tree pits was funded by Marketplace Foundation. Of the 25 trees planted last year, 1/3 have died, another 1/3 are being monitored until September when decision will be made about replacement. Wright & Morrissey handling as trees are still covered under our warranty.

VIII. Adjourn: 10 AM