

Church Street Marketplace Commission  
DRAFT Meeting Minutes  
August 8, 2016

Commissioners Present: Jeff Nick, Lorre Tucker, Buddy Singh, Marc Sherman, Jed Davis, Linda Magoon, Phil Merrick  
CSM Staff Present: Ron Redmond, Jenny Morse, Mariah Noth  
Visitors: Mark Kalloz (The North Face), Deb Miller (Ken's Pizza)

- I. COME TO ORDER
- II. AGENDA
- III. MINUTES
  - a. Minutes approved
- IV. PUBLIC FORUM
- V. CHAIR'S REPORTS
  - a. Finance Report
    - 5 weeks into the year – nothing alarming
    - How did we end FY 16? Staff had projected between 0 and -\$5k fund balance. More realistic will be -\$26,000. Disappointing but we were able to put \$80K towards the negative fund balance, moving it from -\$105,000 at the beginning of FY 16 to -\$26,000 at end of FY 16.
  - b. Update on downtown business interest in receiving marketing, maintenance and services from CSM
    - 31 businesses in area: South Winooski to Pine, Pearl Street to King Street have responded to Survey Monkey. Highlights:
      - Interest in receiving services from CSM: 48% YES, 16% NO, 36% Unsure.
      - Types of services: 87% Marketing, 42% Maintenance, 53% Safety/Security
      - Rating of potential Services: 1) Signage on Church Street; 2) Decorative Lighting; 3) Promote my business thru CSM website; 4) Street Light banners
    - Next step – meeting with committee of downtown businesses at Patagonia for a place making exercise. Suggested referring to effort as proposed “management of the downtown district” versus proposed “expansion of Church Street”
    - Discussed potential benefits to side street businesses (What's in it for me?) and how we could change model to a private non-profit and future relationship with the City. CSM staff to survey CSM businesses before September Commission meeting about this effort.
  - c. BTC Redevelopment Update
    - Q&A sessions for downtown businesses and general public underway with guest speakers from CEDO, Planning and Zoning and BTC to educate businesses and residents about the project
- VI. EXECUTIVE DIRECTOR'S REPORT

- a. Update on FY 17 funding for Street Outreach program
- Faced with reductions in state and federal funding, Howard Center has trimmed operating budgets for many of its programs, including Street Outreach. In late June, Howard Center communicated to stakeholders that it could not afford to fill the Weekend Street Outreach Worker position. Annual cost for the 32/hour week position is \$50,000. In early July, the Church Street Marketplace and Burlington Police Department together committed to funding the first \$25,000 of the \$50,000 shortfall. With that commitment in hand, Howard posted the Weekend Street Outreach position and is presently interviewing candidates. **Becky Cassidy is reaching out to our corporate friends and other partners** to raise these these funds, which will give us the breathing room to develop a long term funding plan that would go into effect July 1, 2018.
- Motion to support this effort by approving the allocation of \$10,000 from the CSM Operating Budget to Street Outreach– Marc Sherman
  - Second – Lorre Tucker. Motion unanimous.
- b. Preliminary recommendations for Marketplace License Committee re: cart vendor program. No action required by Commission.
- No concession trailers. The narrowness of Church Street, and its historic character is not a fit for concession trailers. Any enclosed trailer needs to be custom built, unique, and add character to the Street.
  - Cart footprints can range from 32 square feet (the current maximum) up to a new maximum of 50 square feet. If a cart vendor proposes a design that is beyond 32 square feet, the proposed cart must be completely self-contained (meaning coolers must be inside the cart). Chair and Garbage container can be separate.
  - Max cart length = 8.5 feet long.
  - Carts designs must be sensitive to the “brick & mortar” businesses they will be located in front of. There must to be a clear sight line on three sides of a vendor cart. In particular, you must be able to “see through” the cart to the business immediately behind the cart. It is okay to obstruct a north/south sight line (up or down the street), but not the sight line as you stand in front of the cart, facing the brick & mortar business.
  - Any new cart must add character and complement our historic Street.
  - As has been our tradition since the founding of our Cart Vendor program, all carts are subject to the review and approval of the License Committee first, then final approval by the Marketplace Commission. We will continue our standard of having all new designs come to the License Committee first, where they will be discussed and modified, if needed. Cart designs will continue to be approved by the License Committee on a case by case basis. Final approval rests, as always, with the Marketplace Commission. It is the License Committee’s intention to recommend designs that align with the values and goals of the Marketplace Commission.

- We don't want to make decision solely by rules; we want to make decisions that are based on rules and aesthetics/character.
- Accommodate ways to do that. Success breeds success on the street. If carts are successful, restaurants will be successful and vice versa.

VII. Downtown Census

- Update from CSM intern, Mariah Noth

VIII. CSM Marketing Update

- Yoga on Church Street
- Activating the Top Block

IX. Capital Improvements/Maintenance

X. Merchant and Marketing – Meeting August 10

XI. Data Squad: Annual Downtown Census and Updating Retail Market Study

XII. ADJOURN