

**Church Street Marketplace Commission**  
**Meeting Minutes**  
**September 12, 2016**

Commissioners Present: Jeff Nick, Lorre Tucker, Buddy Singh, Marc Sherman, Jed Davis, Phil Merrick.  
CSM Staff Present: Ron Redmond, Becky Cassidy Visitors: Mark Kalloz (The North Face), Nicholas Papaseraphim, Joe Collier, Paul Buschner, Kelly Devine (Burlington Business Association)

I. COME TO ORDER at 3:10 pm

II. AGENDA

III. MINUTES

a. Minutes approved. Motion Jed Davis, Second, Phil Merrick.

IV. PUBLIC FORUM

V. CHAIR'S REPORTS

I. CHAIR'S REPORTS

- Finance Report (Singh). With first three months of data posted, budget continues on track. Buddy noted how funds are being encumbered for specific projects in the operating budget.
- License Committee Requests:
  - Request to TRANSFER License FROM Nicholas Papaseraphim (Nikos Souvlaki) TO Joe Collier (changing to Poutine)
  - Request to approve food cart vendor on top block: Efre Cimrin, hot & cold coffee, tea, soup, salad in a jar. Owns Anatolian.
  - Motion, Buddy Singh; second Lorre Tucker. Approved unanimously
  - Commissioners asked for presentation of a map of current cart locations at next meeting.
- Survey of Church Street Businesses: Ron Redmond presented results of Downtown Burlington Urban District. Survey of Church Street businesses. 24 responses to date. Of those surveyed about an integrated urban management plan for Downtown Burlington that would include the provision of a range of services currently offered by the Church Street Marketplace
  - 58% would benefit my business and downtown
  - 30% unsure
- Individual Comments Regarding Expanded Downtown Management Plan

*"I love the idea of expanding the Church Street Marketplace to the rest of downtown to help attract more traffic and visitors. It's helpful to hear how it's been done in Boulder and am interested in learning more about what's possible and how this would potentially affect the business."*

*"If by "integrated, cohesive Downtown Burlington" you mean a push toward encouraging local businesses, providing outdoor activities, beautifying public spaces, improving funding for the outreach team, and contributing to the local arts, then yes,*

*I'd be for it. But I have the feeling that the vague language presented here is used as a means to trick local businesses into surveying for a 14-story mall with condominiums, which would ruin the culture and overall appearance of the downtown area, not to mention blocking pedestrian views of the lake."*

*"I think managing the area as whole would provide a better mix of businesses in the area. I believe the area needs to be able to have business that will create a better draw for local residents including surrounding cities(Colchester, Essex, Williston, S.*

*Burlington etc.) this would provide a better year round environment less dependent on tourism.”*

- *“The more downtown Burlington has to offer, the more traffic it will draw to the downtown businesses. With the redevelopment of the Burlington Town Center, this is a good opportunity to expand the Marketplace to the side streets.”*
- *“New to the street, excited about what is to come in the future!”*
- *“I think this is worth additional discussion and, again has good potential. As with any plans to develop, expand and enlarge, I*

*believe we need to look at Burlington's scale and current residents and make sure future plans work to enhance quality of life while also being good for business. Increasing clear and safe pedestrian use of side streets and better connecting the CSM to the waterfront and Universities could do that for sure!”*

- *“One voice, one effort, one big win for all.”*
- *“I'm unclear how this new entity will benefit my business. If the surrounding businesses on the off streets pay the fees as the businesses on Church St, then the additional monies will be beneficial.”*

- Jeff Nick lead a brief and preliminary discussion of CSM goals for a possible expansion of the district:
  - Strengthen the business climate for all retail, restaurants, and service businesses
  - Provide services identified by fee payers
  - Provide customer friendly parking and reasonable rate structure
  - Expand Church Street’s service model within the existing Downtown Improvement District (DID)
  - Enhanced level of certain services.
- Kelly Devine discussed the efforts underway by BBA, CEDO and DPW to address parking in the downtown.

VI. Merchant and Marketing – Meeting September 14

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| ○ September 16 – Fashion’s Night Burlington  | ○ November 26 – Small Business Saturday           |
| ○ September 23-25 – UVM Homecoming           | ○ December 3, 10, 17, 24 – Mini Horses & Reindeer |
| ○ September 24 – Fire Truck Pull (Top Block) | ○ 12 Days of Church Street                        |
| ○ October 2 – Think Pink for ACS             | ○ Direct Mail – Holiday Shopping Spree            |
| ○ October 26 – Trick-or-Treat Street         | ○ Holiday Window Contest                          |
| ○ November 25 – Santa Parade & Tree Lighting |   |

VII. ADJOURN