



Church Street Marketplace District Commission Meeting
 Meeting Minutes, September 17, 2014
 Meeting held at 29 Church Street building, third floor conference room.

Commissioners Present: Jeff Nick, Celia Daly, Buddy Singh, Matthew Chabot, Eli Lesser-Goldsmith, Phil Mrrick, Jed Davis, Lara Allen

CSM Staff present: Ron Redmond, Becky Cassidy, Jenny Morse, Jeremy Plante, Eric Stadlin

Visitors: Robin Sutphen, Gregg Meyer, City Attorney; Deb Miller, Ken’s Pizza & Pub; Laura Cheney & Chuck Mauro of Select Design, Kelly Devine, Burlington Business Association

- I. COME TO ORDER
- II. AGENDA
- III. MINUTES
 - Wait until next month to approve minutes
- IV. PUBLIC FORUM
- V. Chair’s reports
 - a. Finance Report- Buddy Singh

Notes On Year to Date Budget Numbers: Report was Run on 9/11/2014
 Representing 20% of the budget year

<u>BUDGET:</u>	<u>Submitted</u>	<u>Amended</u>	<u>Change</u>
Total Expenses FY14:	\$898,945	\$898,945	\$0
Total Revenues FY14:	\$961,628	\$961,628	\$0
Surplus Projection:	\$62,683	\$62,683	\$0

<u>ACTUAL:</u>		
YTD Expenses:	\$175,851	(38%)
YTD Encumbrances:	\$163,143	(17%)
YTD REVENUE:	\$225,593	(24%)
Expenses Remaining:	(\$559,952)	(62%)
Revenue To Recognize:	\$724,351	
Current Cash Balance:	\$61,426	
Surplus Projection:	\$62,682	

“Discretionary Funds” (excluding personnel):

9/11/14	Budget	Spent	Encum	Remaining
Administration:	\$123,905	\$38,577	\$4,030	\$81,298
Public Relations:	\$195,411	\$50,445	\$80,328	\$64,638
Maintenance:	\$121,350	\$14,668	\$78,815	\$27,867
TOTAL:	\$440,666	\$103,689	\$163,173	\$173,804
	Budget	Spent	Encum	Remaining
Administration:	28.12%	31.13%	3.25%	65.61%
Public Relations:	44.34%	25.81%	41.11%	33.08%
Maintenance:	27.54%	12.09%	64.95%	22.96%
TOTAL:	100.00%	23.53%	37.03%	39.44%

8/13/14	Budget	Spent	Encum	Remaining
Administration:	\$123,905	\$30,536	\$1,755	\$91,614
Public Relations:	\$195,411	\$38,648	\$77,004	\$79,760
Maintenance:	\$121,350	\$11,393	\$78,318	\$31,640
TOTAL:	\$440,666	\$80,576	\$157,077	\$203,013
	Budget	Spent	Encum	Remaining
Administration:	28.12%	24.64%	1.42%	73.94%
Public Relations:	44.34%	19.78%	39.41%	40.82%
Maintenance:	27.54%	9.39%	64.54%	26.07%
TOTAL:	100.00%	18.29%	35.65%	46.07%

Important Points:

Encumbered funds \$77K Promotions Prof. Consulting, Supplies, Electricity, & Plowing in Maintenance \$78K. Administration higher than this point last year because rent, taxes and parking paid earlier.

Surplus projection

- Revenues are right where they should be
- Expenses are high, but things like rent and taxes have been paid in advance
- Stowe and Fairpoint paid corporate sponsorships in advance
- BED- looking at how to sustain cables in the ground and current electrical system, credit,
- blocks treated differently because of the charter- state legislature

b. Election of CSMC Officers

- Chair nominations- Jeff Nick nominated- Lara, Seconded- Matt, Unanimously elected
- Vice Chair nominations- Celia- Matt nominates, Eli seconded
- Treasurer- Buddy Phil nominated, Unanimously elected
- Secretary- Decided against electing a secretary

VI. Executive Director's Report

- a. Act 143, Changes to the Vermont Open Meeting Law- Discussion with Gregg Meyer, Assistant City Attorney

- Differences regarding emails?
 - Law changed so you can create a meeting via email, but it becomes a public meeting which requires minutes etc
 - Advice- refrain from discussing topics that should be discussed in an in person meeting
 - Members of commission giving direction is not the same as creating an email string to conduct business of the commission.
 - Exchanging ideas and sending it along is NOT conducting business.
 - People have a right to access this body and participate in deliberations
 - Avoid “preparation” for meeting, talking about votes
 - Putting discussions on the agenda for the next meeting
 - What is a public record? – Everyone should have burlingtonvt.gov emails. If there was a public records request- all commissioners emails would be reviewed (Even private emails).
 - Effort to get everyone on a city email account
 - If a commissioner has an idea or sees something on the street- put this topic on the agenda

Kelly Divine- New parking

Discussion on new parking system

285 new smart meters in downtown core- between Main and Cherry, South Winooski and Pine

Smart meter will accept credit cards and coins, will have no time limit, will be more expensive- \$150 an hour, will be enforced until 10 pm
 5000 postcards printed to have at restaurants, stores, will be tabling on Church Street to get the word out, members of parking team will be walking around to answer questions on the first weekend, warning violation for the first two weeks, parking kiosks

- b. Update on Refresh of CSM Brand: Presentation by Chuck Mauro and Laura Cheney, Select Design
 - Have been working on event branding and will continue to through the end of the year
 - Refreshing the brand, not revolutionizing
 - Showed four logos
 - Feedback: Strength of current logo: outdoors, new logos don't reflect that
 - Simple is best
 - Positive feedback on first two
 - Needs to reflect the vibrancy of the street, shopping and dining
 - Thoughts on #4 Light post= symbol of safety
 - Logos could be more creative

- CSM staff will deliver feedback to Select Design

VII. Committees

- a. Capital Improvements/Maintenance
- b. Merchant and Marketing
 - i. Q3 Retail Promotions
 1. Extremely successful Fashion's Night Burlington, highest participation from stores ever
 2. Upcoming promotions- Unified hours, Black Friday being open earlier
- c. Municipal Relations/Futures
 - i. Municipal Cred Update
 1. Send info in a letter to the city
 2. Common area fee that city would pay
- d. Organized Chaos
 - i. Smoke Free Church Street Update
 1. We want more feedback on opinions
 2. Mayor wants it to go to an advisory vote to the public
 3. Get this on the ballot in March
 4. Does the commission want to undertake this at this time? Democracy for America is getting involved
 - ii. Public Restrooms on the Marketplace
 1. Needing public restrooms on the street
 2. Who would manage it? Marketplace staff?
 3. Do a study on where it could go and how much it would cost
 4. Idea- When city hall closes, offices close but corridor from Church Street remains open

VIII. ADJOURN