

Meeting Minutes
Church Street Marketplace District Commission
Wednesday, November 14, 2018

CSM Commissioners Present: Jeff Nick, Linda Magoon, Lorre Tucker, Jed Davis, Michael Ly, Sarah Beal, Marc Sherman.
CSM Staff Present: Ron Redmond, Jenny Morse Visitors: Brenda Nadeau, Melissa Desautels, Llyndara Harbour, Bill Kiendl, Eleanor Whitcomb, Adam Roof, Colin Hilliard, Nicole Ravlin

- I. COME TO ORDER
- II. AGENDA
- III. APPROVAL OF MINUTES- October 2018
 - a. Motion to approve minutes – Buddy; Second- Linda. Minutes approved
- IV. PUBLIC FORUM

Melissa – Here to address parking, urgent matter, city needs to fix it.
Jeff Nick - Don Sinex has agreed to provide valet parking in his lot. The city does not grasp the importance of public parking.
Linda Magoon- Parking is number one issue.
Llyndara – Getting employees out of Bank Street garage would help.
Jed Davis – Could Commission write a memo to DPW and the Mayor regarding parking?
Michael Ly – Commission doesn’t manage parking, merchants need to call the Mayor’s office/City.
Brenda volunteered to be on a public restroom task force and hasn’t heard anything from the BBA.
Bill Kiendl – Shares frustration regarding parking.
Sarah Beal – Offer Uber incentives? Parking shuttle? Signage?
- V. FINANCIAL REVIEW
 - a. Budget is on track – spending will be more in the holiday season.
- VI. Commissioners Corner
 - a. Jeff – DIDAC governance model should be 80% fee payer selected, 20% should be city council. Suggesting that CSM be reimbursed for city services from previous years.
- VII. Draft CSM Social Media Policy Presentation
 - a. Presentation from Nicole Ravlin
 - i. Adherence to best practices.
 - ii. Followers and Engagement for CSM channels are strong.
 - iii. Discussion around social media best practices overall and how CSM will adhere to them.
 - iv. What are the tactics to achieve your marketing goal?
 - v. Who are you trying to reach? How are you going to reach them?
 - vi. Validate policy in January.
- VIII. Downtown Improvement District Update
 - a. Update from Adam Roof – Business Personal Property tax, Permit and DID – goal is to bring all three issues to a charter change and ballot measure for March, 2019.
Discussion on timeline around DID charter change
 - b. Meetings to attend:

WHEN	WHAT	TIME	WHERE
MONDAY November 26 -	City Council Work Session Discussion		Contois Auditorium, City Hall, 149 Church St,
Thursday, November 29	Town Hall Meeting on DID, https://www.evensi.us/town-hall-meeting-downtown-improvement-district-149-church-street-burlington-vermont-05401/278022733	5:30 - 7:30 pm	Contois Auditorium, City Hall
Monday, December 3	Board of Finance meeting	5:30 - 6:30 pm	Conference Room 12, City Hall
Monday, December 10	City Council meeting. Council refers to the Charter Change	7:00 PM	Contois Auditorium,

	Committee. Board makes a recommendation to the Council		
Tuesday, December 11, 2018	Charter Change Committee meeting Committee discusses & deliberates, refers back to the Council		
Monday, December 17, 2018	City Council meeting, Last scheduled Council meeting before hearing notice deadline (December 24). Council votes on prospective charter change ballot language to be warned for public hearings	7:00:00 PM	Contois Auditorium,
Dates TBD –	Two public hearings on proposed charter changes		Contois Auditorium,
January –	Further adjustment and refinement of charter change language based on public hearings and feedback		
January 28 –	City Council meeting	7:00 PM	Contois Auditorium,
	Last scheduled Council meeting before ballot printing deadline (February 5)		
	Council votes on ballot items for 2019 Town Meeting Day ballot		
Tuesday, February 13, 2018	Ballots must be available for early voting		
Tuesday, March 5	Town Meeting Day		

- c. Public Bathroom Update – October report produced by Public Safety Committee, BBA and CSM has been updated. Public Safety Committee scheduled for Thursday, November 15 at 5:30pm Community Room Fletcher Free Library

IX. Parking

- a. Draft parking memo from BBA and DPW was shared with the Commission that described forthcoming plans and actions.
- b. CSM willing to pay for staffing at garage in the evening
- c. Vouchers for employees to park in the Lakeview Garage?
- d. GMCS, Chocolate Thunder - RFPs

X. Executive Session

- a. Church Street Marketplace Commission only, went into executive session at 10:12 am and came out of executive session at 10:55. Following the executive session, the commission took two actions:
 - i. The new Board of Directors should be selected by the fee payers in the following manner:
 1. 80% shall be selected by a majority rule of the fee payers
 2. 20% shall be selected by Burlington’s City Council and Mayor with final approval by the fee payers.
 - ii. The City of Burlington shall reimburse the District on an annual basis for such taxpayer funded services that the City does not provide for the four-block Church Street Marketplace (e.g. snow removal, salting, trash removal, etc.)
- b. By a vote of 9-0, the Commission agreed to allocate up to \$10,000 towards parking management related expenses during the holidays.

XI. ADJOURN