



## Church Street Marketplace District Commission Meeting MINUTES for Wednesday, December 17, 2014

Commissioners present: Jeff Nick, Jed Davis, Lara Allen, Lorre Tucker, Phil Merrick, Matthew Chabot, Eli Lesser-Goldsmith CSM Staff present: Ron Redmond, Becky Cassidy, Jenny Morse. Visitors: Gary DeCarolis (The Turning Point Center of Chittenden County), Mark Kalloz (The North Face)

- I. COME TO ORDER
- II. AGENDA
- III. MINUTES
- a. Motion to approve November, 2014 minutes-Phil Merrick. Second-Matt Chabot. Unanimous.
- IV. PUBLIC FORUM
  - a. Gary DeCarolis, Executive Director, The Turning Point Center of Chittenden County
    - Sees 2000-3000 people a year, open 90+ hours a week, wants to be a good neighbor to the Marketplace
    - Looking for a new board member
  - b. Lacey Smith, Community Support Specialist, Burlington Police Department
    - Responsible for neighborhood mediation and conflict resolution, can be a resource for training merchants on how to deal with difficult people. Works closely with Street Outreach Team.
- V. Chair's Reports
  - a. Finance Report
    - Ron Redmond reported staff is managing an unanticipated, unbudgeted expense of bringing wiring for Holiday and Winter lights up to code, estimated at +/- \$15,000 + additional costs to change locks on electrical bollards due to increased vandalism. Reductions will be made primarily in salaries budgets through June, 2015.
  - b. **Parking:**
    - 2014 will be the last year for Holiday Meter Bags. The cost to the City is approximately \$4,000-\$6,000 per Saturday – four Saturdays = \$24K. Our ability to secure a corporate sponsor for the holidays has been dependent on this contribution from the City and we're looking for ways to replace this loss.
    - There are more spaces available at meters according to parking consultant
    - CSMC to provide feedback to Downtown Parking Committee-
      - Reduce rates in Lakeview Garage for employees
  - c. Update on Implementation Plan for Smoking Ordinance
    - Press conference held Monday, December 15 resulting in outstanding coverage. 37 street banners up plus trash cans w/ ash trays at side street entrances to Church Street. Long term: street signs produced that will be mounted permanently in various locations.
  - d. Capital Improvements-City versus Marketplace
    - Discussion by CSMC about the importance of Marketplace Department not assuming the financial responsibilities the City has for maintaining capital improvements in the public

right of way on Church Street, specifically the sidewalk vault under the entrance to 123 Church (Stephanie Pape's building).

e. Municipal Credit Update

- City's CAO, Bob Rusten, has been exploring in earnest a number of possible options including how the city might assume CSM's snow removal contract and stay w/in the confines of the City's charter – no city tax dollars may fund Marketplace's operations
- Discussion re: how Charter language will be a barrier for expansion of the Marketplace District, as interested business and property owners will never give up their municipal services.
- Commission has prepared a draft letter to the Board of Finance that proposes an ad hoc committee of CSM and Boff to make recommendations to resolve the issue of double taxation.
- Consensus among Commissioners that an acceptable resolution would be for city to cover snow removal agreement. Ron to discuss with Bob Rusten

f. Discussion on proposed wet shelter/temporary shelter. CSMC requested staff invite a United Way representative to a future meeting, to provide an update on proposed locations, timelines.

VI. Executive Director's Report

a. Results and conclusions of Zip/Postal Code Survey Reports

**RETAIL SALES IN JULY versus MAY/OCTOBER.** Staff compiled zip and postal code data collected in July 2014, and compared it to data collected in May and October, 2011. We know the origins of our customers are close to identical in both May and October. The July, 2014 data we collected showed fewer locals and more visitors – particularly from NY, CT, MA, NH and Quebec. DINING CUSTOMER ORIGINS SURVEY: In November, CSM conducted intercept interviews for three days during lunch and dinner hours, to customer origin shifts. Chart shown compares Downtown 2011 Retail Survey with our 2014 Dining Survey. A higher percentage of locals frequent our food and beverage businesses versus retail – which is standard For retail, downtown Burlington is a healthy mix of “thirds” -- 1/3 Locals (Burlington); 1/3 Vermont (Burlington MSA + Rest of Vermont); 1/3 Visitors (NY, CT, MA, NH + all other states and countries) For dining, downtown Burlington is: 40% Locals (Burlington); 35% Vermont (Burlington MSA + Rest of Vermont); 25% Visitors (NY, CT, MA, NH + all other states and countries)

VII. Committees

a. Merchant/Marketing

- Naughty or Nice promotion update, Winter Lights
- January is kick off for monthly merchant meeting with new format
- 150<sup>th</sup> Birthday Party, Saturday, February 21, 2015

VIII. ADJOURN