



DID COMMITTEE MEETING:
July 2, 2013 8:30 a.m. 10:15 a.m.
City Hall Memorial Room

PRESENT:

Phil Zalinger -
Bob Watson -
Greg Guyette – President, Montpelier Alive
Kevin Ellis –
Claire Benedict
Pinky Clark – Promotions Committee Chair , Montpelier Alive
Kim Bent – Lost Nation Theatre
Jessie Baker -
Jesse Jacobs -
Kevin Casey -
Karen Williams Fox -
Phayvanh L – Montpelier Alive
Linn Syz – Promotions Committee Co-Chair, Montpelier Alive
Jason Cheney -
Paul Carnahan – Vermont Historical Society/Design Committee Chair, Montpelier Alive
Mary Collins - Summit School of Traditional Music & Culture
Steve Cook – Vermont Tourism (Teleconference)

KEVIN'S MINUTES:

Jb: ethics policy
Pl: review ordinance
KE: please tell us
GG: reliable and predictable funding source
JB add tax in downtown district, council has authority, role is how we want to spend tax dollars,
recommendations to council

JJ: GG has already allocated money , but the council will need to formally award it

PL: others can apply for these funds

JB: The expectation is that Montpelier Alive

KE: what is it

PZ: Adopt work plan, budget, and recommendation to council

KE: work plan contains recommendations

JB: council wanted to give the comm flexibility and create your own plan

GG: Paul Carnahan of the design committee

pC: design comm works on streetscape furniture, redesign of city hall plaza,

One of first was park benches 13 years, trash receptacles. Banner initiatives, artist banners,

planters and flowers, sculpture and art installations, in addition 3 particular new projects:

Parklets, approval of up to 6 spaces, privately funded and owned, July 10th deadline, develop a

base-map of street amenities and create a plan, way finding signs a

D public directional signs, parking, no proposal looking at other town to improve public

signage..... Building on what has been done and improving quality, no particular proposal, we

have the background, benches and trash receptacles are the top of the list, banners need

replacement , large ones need attention, another idea is hanging flowers requires more

maintenance to water, increase the number of planters this year

Lynn: doubled planters, Christ Church doubled, elm and State,

Pinky: compost from grow, 50 barrels this spring , city will dump and we will reuse next year

Pl: spent money in anticipation \$5k spent to reimburse Montpelier alive ,

KE: 2 component : what's been done whatever needs to be done , white board the ideas

JJ: what is the budget for Montpelier alive?

KE: have you decided what make model and pricing? How quick can you move?

PZ: this is an organizational meeting of the committee

Robert rules

Open door

Need to function

Nuts and bolts and governance

How do w conduct ourselves?

KWF: let's have election

PZ: schedule meetings

Phil is Chair

Jason is vice

Secretary: Mary Collins

PZ: move for vote

JJ: second

Approved

jC: move for first Tuesday of month at 815

PZ: 60 minutes makes more efficient

Move and approved : Tuesday August 6th 8:15

JB: recommend how to accept applications and processes,

PZ: don't want to be too structured , not sure hat the DID wants to be burdened,

JB: does need to e public

JJ: should we decide what to discuss a next meeting

PZ: want something mot concrete than a dollar amount

Does anything need to be one before next meeting?

JJ: Proposals via email might be helpful

CB: what are the ideas that we want to address

JJ: 1. Fiber Downtown

BW: Greenspace and Parklets , new businesses

Kim Bent: strategies for marketing and promotional outreach

PZ: no ideas, governance

KWF : lighting and decorations

CB: Christmas is key time, holiday decorations, garbage cans, marketing, website for visitors,

KE: \$75k wire downtown by google , decorations, website,

JC : trash cans benches signage informative , parking signs

MC: better connections between the businesses , gaps in communication with each other, stronger collaborative effort. Rather than independence

JJ: how do we leverage these funds?

pZ: agenda will need to be determined prior to next meeting

We will need to determine what will need to be addressed at the next meeting

Consider request for funding and project consideration , Montpelier is in the cue

CB: easy to find places to spend money

JB: there is an assumption that PILOT will increase, that will not happen this year, you may have up to 75k this year, 40k commercial properties ,

JJ: request only in 10k per quarter

jC: how do appropriate funds

JJ : Montpelier Alive's budget, so we can see what's available

jC: when can we get the meeting minutes?

KC: I've got the minutes and I will forward along

KE: must think about the funds in. 2 buckets, streetscaping ,

PZ date for applications running for applications

KE: I want the crazy proposals

CB: we need selection processes,

pZ: applications will be considered , disseminate it electronically, July 26th must be

jj: next meeting we need to determine process

CB: we will have to come to next meeting with a budget

KE: we will need to determine priorities

PZ : we need to be responsive first, then we will need to be more proactive
And determine priorities

KE: list needs to be prioritized

KE:Christmas

Benches

Promotions

Trash cans

Flowers

JJ: should e make an attempt for the next meeting

Consider proposals or funding

PZ: no statutory criteria

JC : criteria is important

MC: need a scope and scale before approvals what are our priorities

pL: criteria basis

JJ : in between meetings ,

PZ:

Consideration of DiD priorities, objectives and goals

Application process

Proposals for reimbursement

Pz : We are here to vet the ideas of others

Motion to adjourn 1013

MARY'S MINUTES:

Chair - Phil Salinger

Vice Chair – Jason Cheney

Secretary – Mary Collins and Kevin Casey

Meeting Schedule Adopted:

First Tuesday of each month 8:15 a.m. – 9:15 a.m.

Memorial Room at City Hall

Next meeting, Tuesday, August 6th

Minutes from point of assignment of secretarial role....

Unanimous vote cast for all 3, seconded, accepted

Robert's Rules of Order adopted

DID does not have to vote on independent projects.

Parklets are independent project.

Recommend – how we are going to accept applications and the process by which we make recommendations about those applications.

Concern about structure of applications. Copies, deadlines, on agenda, etc. can be

complicated. Not sure DID needs to weigh down with that burden, however,

No statutory regulation regarding this. Recommendations can be submitted.

Should we come up with goals for next meeting?

First – address any proposals from Montpelier Alive.

\$5000 reimbursement for flowers requested.

Request should be detailed and identifiable with documentation before decision made.

We do need to have a proposal. MA does not yet have one. (will be first item on agenda for 8/6 meeting)

Design committee will prepare proposal.

MA is also interested in promotions and can wait until next meeting.

Jesse – wouldn't mind hearing proposal from MA over email in prep of next meeting. Is there anything we need to do prior to next meeting?

What do WE need to do as a committee, first, in addition to MA, with our ideas?

Jesse- fiber downtown for hi speed internet, might encourage new businesses to town like Dealer.com to add to spending power of downtown.

Bob Watson, Capitol Grounds– Greenspace, agree on new business development.

Kim Bent, Lost Nation – coming up with strategies to get message out to broader audience

Phil Zalinger – functionality and efficiency

Carol Williams Fox – Aesthetics. Make downtown look good. We want to pump up holiday decorations. It matters for retail. There is a connection to aesthetics... You can "live it" in downtown Montpelier.

Gross garbage cans, marketing and promotions...website geared toward visitors, entertainment website, what to do in Montpelier.

Google – 75K can wire whole town... endorse everything spoken already. Single sort receptacles. No smoking ban in Montpelier.

Jason Cheney – trashcans, benches, new signage – informative entrypoint, parking signs

Mary Collins – collaborative efforts at marketing and promotion a la Chittenden county events

Jesse – leverage budget...can't make \$ into more.

Kevin – if we want to apply for a grant, the DID committee can do that. There is funding.

Jesse – Kevin can you help us understand how to leverage that money? Kevin – yes , Committee has to make decision. FE. Lost Nation wants to do festival, we need gap funding. Phil - Authorize to city council and city provides funds. We are first stop in that process to recommend. Kevin – committee should decide the process for applications. Accept proposals, set deadlines, evaluate.

Phil – Meetings warned (statutory notice format) 2 weeks in T/A. We need the substance of the notice.

Next meeting of DID, 8:15 a.m. Memorial Room, City Hall, Montpelier, VT, Tuesday, Aug 6, 2013. Agenda....

We will vet through proposals and make decisions as we go.

Jesse has long range on funds. Others have more focused view .

Claire - Agenda next meeting to consider requests for funding, then new/other business. Review MA and other projects that are already in process. Start there.

We should encourage proposals sooner than later. Would it be good to have a draft budget/ideas to us.

Fiscal year 7-1-13 to 7-30-14. Taxes assessed and collected on quarterly basis. We do have methods to move funds around as needed. Assessment

Pilot payments from state and taxes is where money comes from. We MAY have UP to 75k to spend this year, but we may NOT. Council is ready to appropriate 40K. Then, any additional pilot money the city gets will come to DID committee for appropriation. Very detailed formula, could be up to 35K additional. But we may NOT have the full 75K this year. We can request funds fronted to us through MA. Committee must decide. We do not know when Pilot payments are available. November/December.

Jason – Should we appropriate quarterly.

Make recommendations to city council when need arises from applicants.

Jesse – Can you get proposals to us so we can review budgets prior to next meeting.

Jason – Meeting minutes send asap via Kevin and Mary's notes

Kevin - Beautification –

Long range, deeper, complex – Website, etc.

Money in two buckets.. Immediate/longrange
Marketing/Promotion side
Streetscape side

Jesse: Portal website, link (landing page) Manages djs to keep their social media updated. Set up a landing page to link to interests...Blog, web, twitter, soundcloud etc. Landing page might be easiest page.

Piratestereo.com (example) no navigation required.

Phil – in anticipation of our next meeting there should be a date for applications required, sufficiently in advance of the meetings.

Downtown

Give us your proposals....Mary - Do we want to identify priorities?

Claire – we haven't decided who we're going to fund,
I want those crazy proposals. Open the community's creativity up.
Do we define ourselves, via selection criteria
We might not have agreed on priorities.
Keep "chalkboard" open to creative ideas.

Phayvanh...when do applications submit by.

Phil - proposals due electronically to Phayvanh or Kevin. Two weeks, and weekends in advance. July 26th. Warn that we will consider proposals.

How are others made aware that they can submit – 3rd meeting...
Noticing the meeting
Noticing that committee is taking proposals.

Kevin – committee has to determine, how we want to allocate the "2 buckets of money".
Here's the total budget, give your proposal for each. Attach the dollar amount.

Phil – we don't have the full dollar amount,
Jesse - how do we want to receive proposals.

Claire – we are going to be reactive to what we get in rather than deciding ahead of time what we want to receive

Jesse – agenda item way that we solicit and receive applications needs to be on the discussion/development.

Are there time-sensitive decisions that need to be made. No...

Claire – decorations need to know and will come with a budget to the aug meeting. Brand new committee. No money.

Phayvanh - MA works with coordinating and setting up but businesses pay for own materials.

If you are an applicant you probably should not vote.

We should have a second meeting .

In our initial stages we will be reactive/responsive. We are charged with being responsive until we have enough momentum to have a forward view.

It's both "getting in the queue" and "fits and starts" as we launch

We don't have a lot of money, but as budget funds evolve we will better be able to determine.

Prioritize list on board:

Fiber high speed internet

Green space

Marketing promotional strategies

Holiday decorations

Trash cans

Website for visitors – what we do

No smoking downtown

Benches

Signage – place markers, info

Collaborative partnerships

Flowers

We have to review applicants and how we can allocate with available funds.

Second meeting agenda:

1. Consideration of priorities, objectives and goals (Share by email prior)
2. Consider applications and proposals for funding and applications for financial support from DID
3. Receive proposals and decide how we want to process them.

Do we need selection criteria. How do we make approval and accept application. What are our measurement criteria. There are no statutory criteria. City Council won't care how we arrive at it.

Our priority is....

Is it this that enhances the betterment of the city? Or is it....

What are we trying to accomplish – air thoughts

Via email. Brainstorming time. Start a new email thread.

We are not instigators of ideas, but here to vet ideas submitted by others. And be decision-makers, not initiators.

Recuse self if part of a proposal/application.

MA is open to anyone to participate in volunteer opportunities.

We will adopt minutes at next meeting.

Kevin E – motion to adjourn

Second by Claire.

Accepted.

10:12 a.m. adjournment.

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Submitted, July 2, 2013

Mary L. Collins, Secretary

