



**MONTPELIER DOWNTOWN COMMITTEE**  
**MEETING – MINUTES:**  
**Tuesday, August 06, 2013**

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Chair - Phil Salinger  
Vice Chair – Jason Cheney  
Secretary – Mary Collins and Kevin Casey

**NEXT MEETING:**

**First Tuesday of each month 8:15 a.m. – 9:15 a.m.**  
**Memorial Room at City Hall**  
**Next meeting, Tuesday, September**

**PRESENT:**

*Mary Collins - Summit School of Traditional Music & Culture*  
*Kevin Casey – Montpelier Community Development Specialist*  
*John Anderson – Pres. Montpelier Alive*  
*Phil Zalinger - Attny*  
*Jesse Jacobs – Montpelier Property Management*  
*Karen Williams Fox – Woodbury Mountain Toys*  
*Phayvanh L – Montpelier Alive*  
*Jason Cheney – Trumbull Nelson Construction*  
*Bob Watson – Capitol Grounds*  
Greg Guyette – President, Montpelier Alive  
*Kevin Ellis -*  
Claire Benedict – Bear Pond Books  
*Pinky Clark – Promotions Committee Chair , Montpelier Alive*  
*Kim Bent – Lost Nation Theatre*  
Jessie Baker -  
Linn Syz – Promotions Committee Co-Chair, Montpelier Alive  
Paul Carnahan – Vermont Historical Society/Design Committee Chair, Montpelier Alive  
*Steve Cook – Vermont Tourism (Teleconference)*  
*Jessica Edgerly – City Council*

Phil Z: Call to order.

First Item – Approve minutes of 7/2/2013. Two versions of meeting. Motion to approve both versions. Minutes adopted.

Consideration of priorities, objectives, goals...emailed. Did anyone review. Phayvanh sent a message to start thread. Did not see anything, but wasn't expecting that no one was reviewing it. Had been placed on board.

Phil: happy to review but not to initiate conversation of priorities, objectives, goals.

Kevin C : Do we consider our priorities and goals in abstract or as we consider things presented to us.

We should be reviewing proposals. At the same time, we should establish criteria. What are the working perimeters that we are working under so we can determine if the proposals fit.

What is the logistical boundary – i.e., geography, involve taxpayers, what are we trying to achieve: beautification, advertising, simplification? This could define what we are trying to accomplish.

Kevin C: Funds need to be used within defined downtown district. What is the criteria: promotion, streetscape, Committee establishing own priorities to move forward. We said we would put out an RFP for proposals but we need to establish the criteria. Going forward it would be a bad idea to not have established criteria

Jesse: framework needed for guidelines for what people need to have to submit a proposal. That's our responsibility

Kevin: ?: We have 40k

Another round of funding in November to be evaluated when we have it.

The idea is for this year is the difference between what we received last and this year is what we will get – estimated at \$35,000. It's not as simple as X dollars. Funds are tied to all other state facilities. When this was passed, your DID assessment was doubled just this year until funding caught up. Compromise made.

FUNDING ROUNDS... This year is unique. From downtown business owners we raised \$40,000, with the understanding that when pilot money comes in November we'll get that. Next year we will know what pilot monies have come in and we'll get that. Pilot money could come in this year. Whatever is the increase is then allocated.

Kevin E: We could table a request from one year to the next. It's very much dependent on what is happening elsewhere, complicated formula, includes tax rates, etc.

Phil: Any discussion about criteria – priorities, objectives, goals.

Kevin E: Let's talk about specific proposals.

We need to have a sense of what a proposal will suggest our ultimate goal

Steve: As reviewing proposals, trying to see a blended mix of downtown improvement and promotion of business because they are both critical and what business owners have said are important: physical improvements and promotion of business.

I have criteria for marketing downtowns. We have guidelines that could be recrafted that could give applicants standardized formats that could make our job easier to compare proposals.

Was this a campaign to bring businesses to downtown?

Claire: We can come up with basic criteria

1. Designated downtown area
2. Improving streetscape
3. Marketing/promotion of downtown

Kim: How is the split 50/50?

Steve: Efforts produced before targeted at drawing business to community.

- Marketing a specific area (Mt Snow to Albany market) and track it for results
- Applicants interested in producing a new event
- Bring visitors to area – fill beds, restaurants, retail.

We produced a form that people could apply for that fulfilled the above.

Kevin: What is your goal?. We have a verifiable metric to see if the committee's priority for funds is met

Ex: this is the traffic count, restaurant receipts, retail spending, etc.

JOHN: Montpelier Alive is working to line up projects for you to consider. We have a good idea of projects that we think are a balanced approach to improving the downtown. (street furniture, signage, update brochure and market it, overhead is steep – revising it, develop a film for downtown Montpelier to show at visitor's center.) We're working to get a number of good proposals to you.

Submitted Montpelier Alive Leadership Guidebook)

KEVIN: Are we like a court where we say yea/nay, or can we introduce proposals that are NOT proposals?

Jesse/Phil: We were charged to review and recommend but there are no limitations on what we can recommend to the City Council.

Mary : do we present criteria

Kevin C: These are the city council priorities – to help move council goals forward and make recommendations. Boards and commissions are charged

John: My job is to call all other downtowns in state to find out how they do it. They make proposals to a board that would check and have a dialogue so that it's as good a proposal as it would be. Working as a team to get best proposals. Spoke with member of commission about parklets, and flowers. Strong downtown organization that meets with city government to establish good practice.

Jesse – City would like to see decisions happen quickly. Let's pilot things...put to action. Dive into proposals so we can move them back out to city council.

Jesse – There are no rules, is difficulty. Let's dive in, how do we without criteria, Structure is not in place. Do we make decisions every six months? That's why we're stumbling because we don't know how we do things. We could have been more active between meetings. All are busy. We might need to have more dialogue between meetings. If someone would coordinate, that might be helpful

Kevin C – We did say at last meeting we would put out an RFP and act on these proposals without a firm criteria.

Jesse: Motion – I say that we make a decision on the money that has already been spent. The rest of these proposals should be tabled until we have rules of engagement.

Phil - Make as a recommendation vs. motion.

Claire – I don't want to table other proposals.

Kevin C – Claire, rule of order, you would have to recuse yourself because you have a proposal in.

Karen – seems ethereal. We did a lot of work between meetings that is also a proposal, makes confusing.

Steve – We don't want anyone to go through proposal that doesn't meet our criteria. We need a concrete understanding of what we are trying to accomplish here.

Pete – we are charged with making recommendations to city council, however we have not established criteria, so with 10 members are we to propose criteria and vote, and then R Rules, do we approve with a

quorum, and to disenfranchise those who don't meet the quorum? I think that would be a mistake. We are not charged with legislating criteria; we are charged with assessing proposals brought to us. We are essentially a filter. I would much rather be responsible to what the community brings to us and vet it.

"We know it when we see it"... The elements of a proposal may coalesce as we see proposals.

Carrie Vicker - Criteria were clear. District defined... As someone who wrote a proposal, it felt okay that it was general and allowed us to be open in our proposal submissions. Could change from year to year. I think there is a balance. There does need to be evaluation (successful vs. not successful outcomes).

Kevin: \$40,000...What is the universe of proposals in front of us?

Phayvanh: Proposals before us:

1. Brochure distribution racking I89, I91, Welcome Centers, we contract to lease rack spaces.  
**(May 2013 to April 2014) \$3500.00**
2. Flower plantings. Includes 50 new barrels and compost, which expanded area to include rotary, capitol, Barre Street. **\$4619.90 \*(2014 flowers only \$2500)**
3. Tourism Website proposal – range as we do not know who will do infrastructure work. Doing an RFP. Expected 3 year project. **\$15,000 (Montpelier Alive exists already. Montp.com)**

Discussion about planning or website – what is needed, foundation and build out of needs. 3 year plan. Example of two sites - brattleboro's website. Will send. Stowe regional website, Mad River Valley. Stowe Area Association.

Holiday Decorating Committee - (Claire) - Garland for storefronts, Main St – to Spring St. State St. . Lights, Holiday tree. Empty lot. Repair the dove. Installation services comes from tree service for all installation and take down. Purchased items. 1 time cost for garland, and lights. Public works and city still must be paid. Hasn't worked out well. City is looking into installation portion. Would love city to do it and not pay \$1200. Order and purchase has to be made before September 10<sup>th</sup>.

Mary Collins Leaves to head to another meeting 10 am leaves , Kevin Casey takes over minutes  
Holiday decorating committee presentation

PZ: My observations is that we have been asked to approve a proposal with a budget of 30, 000  
And using 75% is not palatable due to Budgetary restraints

J.E.Walsh: The website proposal seems far too high, Id like to see other proposals

PZ: also concern that 15k may be too much for first phase Seems high

KE: Addressed to the Holiday Committee, What do you need today in order to move forward?

Cb: we need to know what our overall plan is funded rather than a piecemeal approach

Jason: can we give some direction, back to holiday decorating committee and reconvene and look at a revised proposal next meeting?

Kevin Ellis : For me the priorities are as follows 1.flowers and decorating, 2. then website is its priority

PZ: how is the artificial garland compare to real garland Is It's appearance is genuine?

Claire Bennet: natural at eye level on lamp post

Kevin Ellis: I like the idea of the Holiday decorating committee but I feel that it is too much money for one proposal at \$30,000.

Steve cook: can we rework it ?

Jesse Jacobs: Phasing this is makes the most sense, in that we can select weak points this year, and move along down the street in subsequent years.

Bob Watson: repair peace dove in downtown , capital expenditures for lights, it's the labor

Cb: labor is the problem, the city could help, and to our specifications  
Week before thanksgiving

Kevin Casey: requiring DPW to make this happen might put a strain on an already taxed department , and specifically if it involves additional

Steve: maybe we can meet prior to next meeting

PZ : My view is that we modify the request to the cost of installation to the tree service, Reimburse Montpelier Alive

Award \$4,619.90 to Montpelier Alive as reimbursement for funds spent in 2013 for plantings in downtown Montpelier. approved by a vote of 6-1.

Award \$18,000 to the Holiday Decorating Committee to pay for the installation of Fresh Holiday Garland, LED Lights for the Holiday Tree at Jacobs Lot, LED Lights for Holiday Tree at City Center, and to repair the Peace Dove at the intersection of State and Main. The request, as amended to \$18,000

Kevin Ellis Motion to Approve

Seconded by Jason Cheney

PZ: Can we get this on the next Council meeting for Approval?

KC: Yes, I will submit by Friday to be on the agenda for the City Council Meeting on the 14<sup>th</sup> of August.

PZ: Meeting Adjourned