



Board of Directors' Meeting

Thursday, April 20, 2023, 10:00 am Via Zoom

Minutes

In attendance: Tom Yennerell, Tom Hernon, Jessica Martin, Bonny Andrews, Mary Perry, Barbara Sanderson, Carol Cole, Christian Craig, Kelen Beardsley, Bill Morlock, Ted Cody, John Bond, Jeff Taft Dick, Peter MacGillivray, Chris Maggiolo, Neomi Lauritsen Chuck Wise, Bob Flint, Jeff Mobus, Taylor Drinker, Mike Martin

1. Call to Order At 10:00 a.m. Tom Yennerell, President
2. Approval of March 2023 meeting minutes: Mary P/Ted C: unanimous
3. Desired Agenda Changes - none
4. Ex-Officio Update:
 - i. MARC none
 - ii. SRCOC Taylor had two dates to share: Governors Luncheon May 2, 2023 and Green Up Day May 6, 2023.
 - iii. SRDC Bob Flint Updates; J&L updates on website. Park Street building: taking down garage and elevator repair. Progress on acquiring 33 Park St. Parks & Woolson. SRDC is glad to be working with TOS on revolving loan & moving path forward.
 - iv. TOS Town manager Jeff shared the progress on Kingsbury property purchased with state grant, property must remain green with riverbank stabilization. The structure at 31 Pearl St. is to be demolished. The board is very supportive of moving forward on properties.
Select board approved \$25K RLF for energy improvements on 27 - 31 Main Street properties. The Mineral Street sidewalk work has started with May 3 granite curbing.
5. Guest Speaker: a. Chuck Wise, Town of Springfield Zoning Administrator/Town Planner Currently working with SOM on special events. Events are crucial for attracting visitors to town. Plans are to use data from 2023 to move forward on standardizing the application package, creating a sample application. Steering committee will review especially when alcohol is

part of an event. People trust working with Jessica and that is a great service for the town.

6. Committee Reports

a. Organization

i. Treasurer's report:

1. All accounts reconciled.

2. TOS 4th qtr. funding request made and funded

Motion to accept treasurer's report Christian C/John B

ii. Executive Director's update

1. Jessica has been working with Chuck on streamlining event permit process, including sample application, focus on public safety and attracting people to town.

2. Green Up Day on Saturday, May 6.

a. Focus on Comtu Cascade Park Meet at 9:00 a.m.

3. Woolson Block Building Lease signed on Unit #41. Pop up with Charlotte McFarlin offering yoga, sound healing and guided meditation. May 1st tenants receive notice of 1.5% rate increase on leases starting June 1, 2023

4. Downtown "We Belong" inclusion event collaboration with SSDVT on May 19, 2023 5:00 pm- 7:00 pm. Select board approved this event. Children will be creating murals.

5. Collaborating with local dance non-profit (Avant Vermont Dance) to have a small downtown dance series (4), first scheduled for June 17, 2023 in the late afternoon. This is a seasonal event.

6. Collaboration with SHS Alumni. The hope is to get downtown businesses and children/students involved in the parade.

7. Jessica attended Main Street 2023 conference in Boston, March 26-29, 2023. 20 out of the 24 Vermont designated downtowns in attendance. 50K population is a small town in this conference.

8. Wayfinding Signage Project-TOS will be working with Wood & Wood. Discussion followed on the sign details.

9. Looking to auction off refurbished "Paul's Economy" storefront window; completed during Alumni Week. Discussion ensued about creating an online auction site for other donated items and the time involved. Item tabled to May meeting.

b. Economic Development Committee Update

i. 2023 Events

1. July 15 event is “Springfield Street Fest” All hands on deck to get event items from WBB to CCP and do pre-set up; won’t have to repeat for concert series. Event is fully funded.

2. Concerts at the Comtu Lineup August 4-John Sullivan Band, August 11-Beartracks , August 18-Mellow Yellow, August 25-Moxley Union. Music series is fully funded

c. Design/Beautification Committee Update

- i. Stagecoach framing complete; still working on the info panel
- ii. Art in the Alleyway being worked on by SHA maintenance
- iii. Lights in Alleyway still on HB Energy’s radar
- iv. Springfield Street Fest-painting birdhouses to hang in the downtown
- v. Four Japanese Redbud trees to be planted in Woodbury Courtyard in the next month. Reminder that edging won’t be replaced until the end of July.

d. Promotions Committee Update

- i. Working to revamp webpage, update info to include board of directors and events; change out pictures. Focus no longer on WBB.

7. Old Business -Main Street banners. Do we want to replace the banners? Board will continue lively discussion. Labor, time and having citizens “buy” (sponsor) a banner similar to Light the Poles campaign all discussed.

8. New Business

9. Next meeting via Zoom ONLY on Thursday, May 18, 2023 at 10:00 a.m.

10. Adjournment @ 11:25 Bonny A/John B

Respectfully submitted,
Neomi Lauritsen