



CHURCH STREET MARKETPLACE

Church Street Marketplace District Commission Meeting Minutes Wednesday, April 17, 2024

ATTENDANCE:

Commissioners: Mark Bouchett, Becky Holt, Linda Magoon, Sarah Beal, Sam Tolstoi, Romeo von Hermann, Cara Tobin, Chris Haessly

Absent: Erik Monsen

Staff: Kara Alnasrawi – Executive Director, Stephanie Shohet – Administrative Assistant, Samantha McGinnis - Project & Event Manager, Andrew Bacher - Project & Events Coordinator, Jessica Dudley - Marketing Manager, Aida Washburn - Project & Events Specialist

Members of the public:

None

APPROVAL OF AGENDA

Motion to approve: Romeo. Chris seconds. Approval is unanimous.

APPROVAL OF MINUTES

Motion to approve: Chris. Becky seconds. Approval is unanimous.

PUBLIC FORUM – GENERAL

None

TREASURER'S REPORT

- Sam reports that we are 79% through FY24.
- 88% of our projected revenue has been received, and expenses are at 78% overall.

BUDGET FY25

PUBLIC FORUM

VOTE EXPECTED

- Kara presents her proposed FY25 budget.
- She suggests no increase in common area fees which is our largest source of income.
- Other income sources include sidewalk cafes, events, carts, corporate donations.
- Largest expense increases are staff costs, including overtime and health insurance.
- We will make up the difference by doing more fundraising.
- Becky makes the motion to approve the FY25 budget. Chris seconds, and approval is unanimous.

DIRECTOR'S REPORT

- Kara tells about the successful Easter, eclipse, and free cone day events and describes upcoming events including Earth Day and Build-a-Bouquet for Mother's Day.
- Discussion follows about how well Burlington managed the eclipse visitors.

- Everyone is very happy about how great the experience was for spectators and local businesses.
- Kara reports that she has met with the new mayor and that her current priorities are the budget and community safety

CHAIR'S REPORT

- Mark states that he believes the city could not have done a better job with the eclipse visitors, and that Burlington should see rewards from that for several years.

Meeting is adjourned.

NEXT MEETING: MAY 15, 2024

Holiday Parking Promotion

- 6 Weekends included – Fridays and Saturdays only
- 2 hours of free Parking using the ParkMobile App
- Friday after Thanksgiving (November 24th) through December 30th
- ~22,000 Transactions made during this time



BURLINGTON

Downtown Parking Update

MAY 19, 2024

FY24 DID Assessment Allocation

FY24 DID Assessment Allocation

5/10/2024

Programs supported by the Downtown Improvement District

Program	DID Tax Contribution (Estimated)	Program Cost (Estimated)	% Subsidy	Future Estimated Program Cost
2 Hours Free Parking at the Downtown Garage	\$62,000	\$62,000	100%	\$150,000
Holiday Parking Program	\$50,000	\$50,000	100%	\$50,000
Half Price Summer Saturdays	\$3,000	\$3,000	100%	\$5,000
Marketing	\$10,000	\$10,000	100%	\$10,000
Free Employee Parking* (Restaurant/Retail Only)	\$34,000	\$578,000	6%	\$500,000
Total	\$159,000	\$703,000	23%	22%

*The "Free Employee Parking" program was expected to be financially sustainable based on increased revenues at the MPG with the removal of "2hrs Free." However, revenues realized are running at about \$200K (less than a third of expected based on pre-pandemic opportunity cost of "2 hrs Free") threaten the viability of the program, which is estimated to cost ~\$876,000. This graph shows an estimate of 2/3 this cost based on estimated usage.

2 Hours Free Parking – Downtown Garage

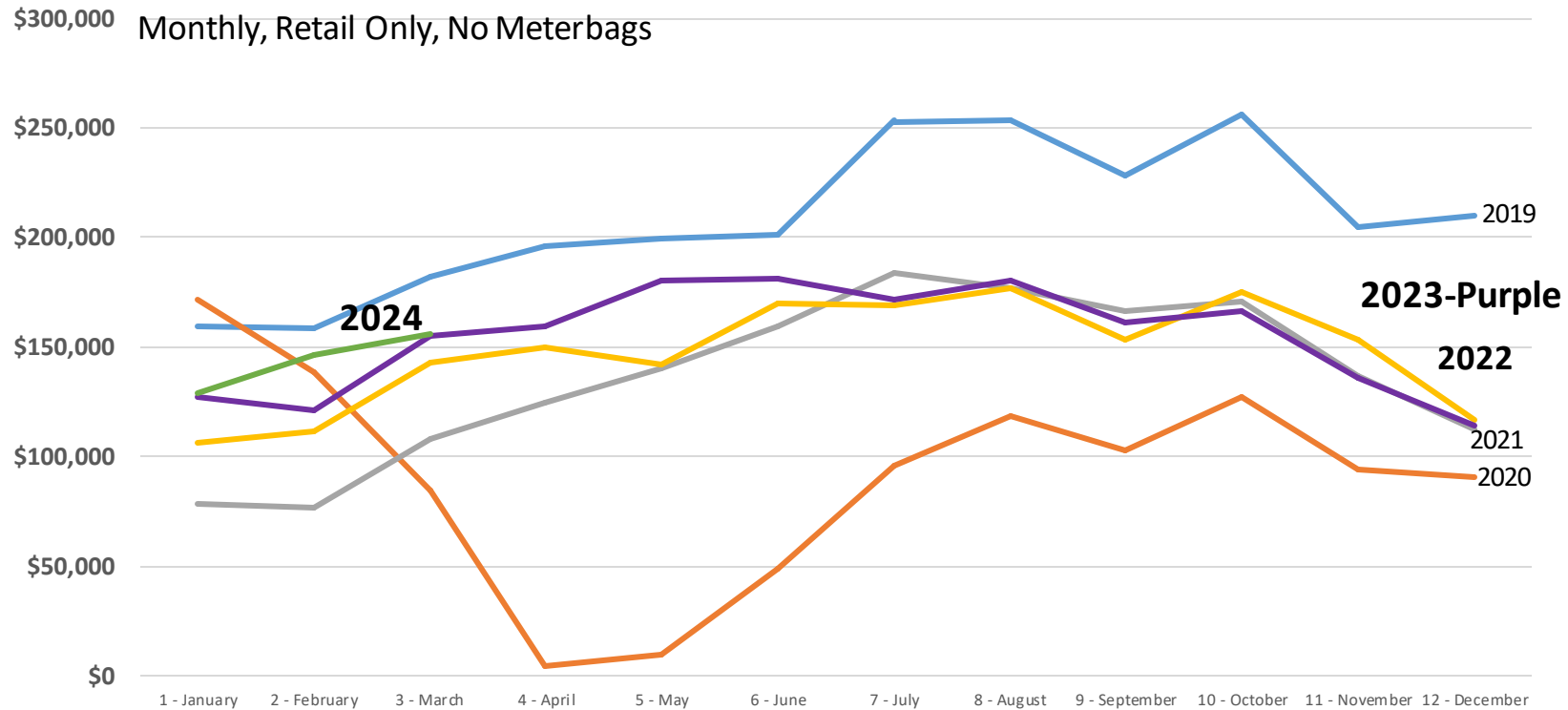
- FY24 YTD: 23,124 Transactions have utilized the free parking
- >10,000 different license plates
- High School Students using often –
 - New Permit Created in February

Free Employee Parking Program

- Currently 793 Active permits
- 65 Employers sending monthly lists in
- Feedback to DPW is that this is an important program to support downtown retail and restaurant employees
- Change as of March 1 – no balance due is a requirement for program participation

On Street Revenues: Recovering Slowly

On Street Meter Revenue Year on Year

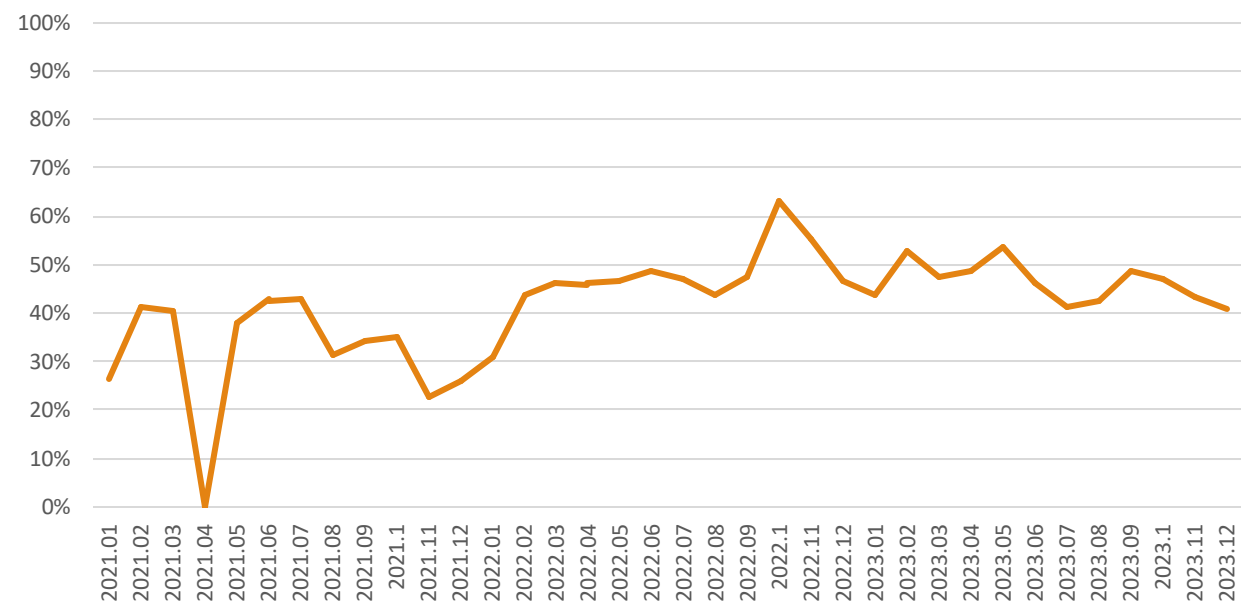


year/year retail, no meterbags

Garage Occupancy: Steady, Very Slow Recovery

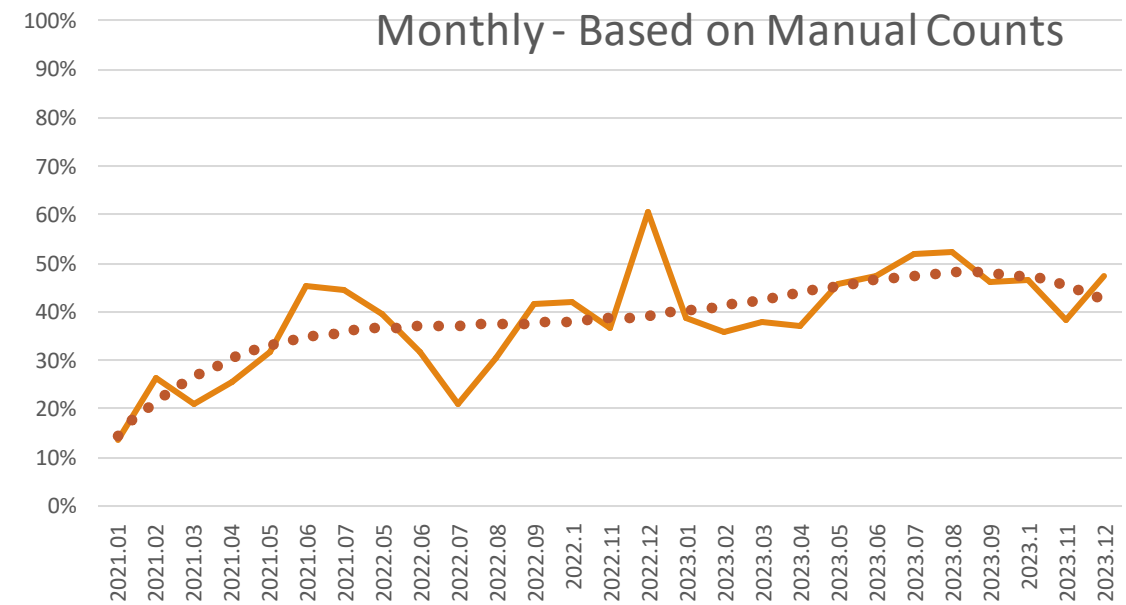
Average Monthly Occupancy

Average Occupancy
Downtown Garage
Monthly - Based on Manual Counts



Average Occupancy
Marketplace Garage

Monthly - Based on Manual Counts



Financial Impact of Slow Recovery

Traffic Fund (264)

Consumed ~half of \$1M Fund Balance

Looking to Technology to save painting costs

Received a grant to upgrade Signals along Main Street, East of Great Street project

Pilot Program to upgrade to Kiosk & ParkMobile only – no Meters

Expected to incur a net loss of \$200,000 this Fiscal year

Parking Facilities Fund (265)

Consumed Entire \$2.6M Fund Balance & more

\$750K loan in process to cover capital repairs

\$2.5M loan executed to cover operational losses due to Covid

Refinance in process now to consolidate

Expected to incur a net loss of \$300,000 again this year after being very conservative with expenses.

Miscellaneous

General Status of garages

- Security – break-ins eliminated
- Graffiti
- Elevators – scheduled!

One-Stop Shop / BPRW Support

Changes to Meter Expired Tickets (Aug 2023), \$15 -> \$20

Time Limited Spaces – No Towing and \$75 -> \$20



Clean Garage Stairwell

DID Rate – Historic and Future

Fiscal Year	DID Amount	Tax Rate
2025	\$112,739*	\$0.035/\$100
2024	\$159,733.00	\$0.035/\$100
2019	\$302,043.53	\$0.07/\$100

*FY 25 numbers have not been finalized at this time, but is estimated to be \$46,994 less than current year due to portion of assessment going to Downtown TIF District.

Possible FY25 Investment – 2 options

OPTION 1) Increase Tax Rate

Fiscal Year	Amount	Tax Rate
FY 2025	\$161,055*	\$0.05/\$100
FY 2024	\$159,733.00	\$0.035/\$100
FY 2019	\$302,043.53	\$0.07/\$100

*The Total DID revenue is \$233,905 less the TIF contribution of \$72,850

Program	DID Tax Contribution (Estimated)	Additional Contribution	Program Cost (Estimated)	% Subsidy
2 Hours Free Parking at the Downtown Garage	\$62,000		\$62,000	100%
Holiday Parking Program	\$50,000		\$50,000	100%
Free Employee Parking* (Restaurant/Retail Only)	\$49,055		\$578,000	8%
Total	\$161,055		\$690,000	23%

Possible FY25 Investment – 2 options

OPTION 2) Begin to charge a reduced rate for Employee Parking Program

Program	DID Tax Contribution (Estimated)	Additional Contribution	Program Cost (Estimated)	% Subsidy
2 Hours Free Parking at the Downtown Garage	\$62,000		\$62,000	100%
Holiday Parking Program	\$50,000		\$50,000	100%
Free Employee Parking* (Restaurant/Retail Only)		\$84,000	\$578,000	15%
Total	\$112,000	\$84,000	\$690,000	28%

Monthly Permit Charge	Revenue from 700 Permits
\$10 – 90% off	\$84,000
\$20	\$168,000
\$30	\$252,000
\$40	\$336,000
\$50	\$420,000

Questions



Downtown Parking Update



Dear Church Street Marketplace Commissioners,

Outdoor Gear Exchange would like to request permission to set up our 15'x30' white event tent on the following dates in 2024:

- May 17-21
- June 28-July 7th (This may be condensed to July 3rd-7th)
- August 23-September 3rd
- October 11-22

This will be the same tent we have set up in previous years and we will fill it racks of inventory including apparel, tents, backpacks, sleeping bags and likely some bikes and kayaks. The tent will have no walls and will comply with the right-of-way guidelines on Church Street. We will also be applying for the required permits from the Burlington Fire Department.

Sincerely,

Peter Hiskes

Executive Director of Sales Strategy