



CHURCH STREET MARKETPLACE

Church Street Marketplace District Commission Meeting Minutes Wednesday, October 16, 2024

ATTENDANCE:

Commissioners: Mark Bouchett, Becky Holt, Linda Magoon, Sam Tolstoi, Romeo von Hermann, Erik Monsen (Zoom), Sarah Beal (Zoom), Cara Tobin (Zoom)

Missing: Chris Haessly

Staff: Kara Alnasrawi – Executive Director, Stephanie Shohet – Administrative Assistant, Andrew Bacher - Church Street Marketplace Coordinator, Jessica Dudley - Marketing Manager, Isa Parades - Marketing Coordinator

Public:

Jackie Esperti - DPW (Zoom), Kelly Devine - BBA

APPROVAL OF AGENDA

- Motion to approve: Romeo. Second: Linda. Approval is unanimous.

APPROVAL OF MINUTES

- Motion to approve: Linda. Second: Romeo. Approval is unanimous.

PUBLIC FORUM – GENERAL

None

RAISING ON-STREET PARKING RATE

a. PRESENTATION: DEPARTMENT OF PUBLIC WORKS

- Jackie Esperti shares her presentation that will go to DPW commission today: On-street meter rates (which have not increased since 2014) will be increasing starting January 1, 2025, and kiosks will replace parking meters.
- Proposed promotion for the month of December, all parking meters in the Downtown core will be .99/hour.
- Discussion follows about the location of kiosks, the reason for the change (to save money), and whether they will go back to meters if the kiosks don't work.

TREASURER'S REPORT

- Sam reports that we are 30% through FY25 and we are doing well. But notes that we are a little high on expenses which tracks with previous years as the holidays carry more expenses.
- Kara explains that this is the time of year when we spend the most, and that it will flatten out during the second half of the fiscal year.
- She reminds commission that the brickwork is being paid for with a grant and that we are replacing all of the tree lights on the street, as we need to do every 3 years.

DIRECTOR'S REPORT

- Kara reports mixed reviews from merchants about UVM weekend although there were lots of people on the street, and we had several activations. She has commissioned foot traffic data.
- She tells commission of plans for Howl'ween, tree-lighting ceremony, and holiday activations that are in the works.
- She reports about the marketing and event meeting with the merchants, the final steps in the brickwork repair project, the mayor's public forum on community safety, and the Mayor's town hall with business owners.
- Discussion follows about new businesses opening soon, businesses that need extra support in order to open, and ways that we can recognize businesses that have been on Church Street for many years.

CHAIR'S REPORT

- Mark reports that last weekend and UVM weekend were beautiful downtown, cafes were packed, and Homeport exceeded sales in previous years.
- Discussion follows about how difficult it is becoming to do business in Burlington and the public safety forum that will occur every two months.
- Kara shares that the mayor will come to the November meeting.

MEETING IS ADJOURNED