



## Church Street Marketplace Commission

**Wednesday, November 19, 2025, 9:00 AM, Zoom/Sharon Bushor Conference Room,  
Ground Floor, City Hall 149 Church Street**

Zoom link: <https://zoom.us/j/7366336595>

### **1. Adopt the Agenda**

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### **2. Adopt Minutes**

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<b>Subject</b>	<b>2.1. Adoption of Minutes</b>
Meeting	November 19, 2025 - Church Street Marketplace Commission - Wednesday, November 19, 2025, 9:00 AM, Zoom/Sharon Bushor Conference Room, Ground Floor, City Hall 149 Church Street
Category	2. Adopt Minutes
Department	Church St. Marketplace
Type	Minutes

### **3. Public Forum**

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<b>Subject</b>	<b>3.1. Verbal Comments</b>
Meeting	November 19, 2025 - Church Street Marketplace Commission - Wednesday, November 19, 2025, 9:00 AM, Zoom/Sharon Bushor Conference Room, Ground Floor, City Hall 149 Church Street
Category	3. Public Forum
Department	Church St. Marketplace
Type	Discussion

### **4. Commissioner Updaters (Marketplace Updates: up to 5 minutes per commissioner)**

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### **5. Banner Program Updates**

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<b>Subject</b>	<b>5.1. Vote Anticipated</b>
Meeting	November 19, 2025 - Church Street Marketplace Commission - Wednesday, November 19, 2025, 9:00 AM, Zoom/Sharon Bushor Conference Room, Ground Floor, City Hall 149 Church Street

Category 5. Banner Program Updates  
Department Church St. Marketplace  
Type Action  
Recommended Action Approve Marketplace Staff Recommendations

## 6. Cart Vendor Program

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**Subject 6.1. Discussion Only**  
Meeting November 19, 2025 - Church Street Marketplace Commission - Wednesday, November 19, 2025, 9:00 AM, Zoom/Sharon Bushor Conference Room, Ground Floor, City Hall 149 Church Street  
Category 6. Cart Vendor Program  
Department Church St. Marketplace  
Type Discussion

## 7. Reports

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**Subject 7.1. Treasurer's Report**  
Meeting November 19, 2025 - Church Street Marketplace Commission - Wednesday, November 19, 2025, 9:00 AM, Zoom/Sharon Bushor Conference Room, Ground Floor, City Hall 149 Church Street  
Category 7. Reports  
Department Church St. Marketplace  
Type Report

**Subject 7.2. Director's Report**  
Meeting November 19, 2025 - Church Street Marketplace Commission - Wednesday, November 19, 2025, 9:00 AM, Zoom/Sharon Bushor Conference Room, Ground Floor, City Hall 149 Church Street  
Category 7. Reports  
Department Church St. Marketplace  
Type Report

**Subject 7.3. Chair's Report**  
Meeting November 19, 2025 - Church Street Marketplace Commission - Wednesday, November 19, 2025, 9:00 AM, Zoom/Sharon Bushor Conference Room, Ground Floor, City Hall 149 Church Street  
Category 7. Reports  
Department Church St. Marketplace  
Type Report

## 8. Adjournment

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<b>Subject</b>	<b>8.1. Motion to adjourn</b>
Meeting	November 19, 2025 - Church Street Marketplace Commission - Wednesday, November 19, 2025, 9:00 AM, Zoom/Sharon Bushor Conference Room, Ground Floor, City Hall 149 Church Street
Category	8. Adjournment
Department	Council and Board
Type	
Recommended Action	

## 9. Informational and Non-Discrimination Statements

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<b>Subject</b>	<b>9.1. This agenda is available in alternative formats upon request. For more information on access, call Lori Olberg, Licensing, Voting and Records Coordinator (802-865-7136)(TTY 802-865-7142). Persons with disabilities who require assistance or special arrangements to participate are encouraged to contact 802-865-7000 (voice) or 802-865-7142 (TTY) at least 72 hours in advance so that proper arrangements can be made. This meeting will also air on Town Meeting TV the Wednesday after the meeting, starting at 8:00 pm and repeating at 1:00 am and 7:00 am the following day. The City of Burlington will not tolerate unlawful harassment or discrimination on the basis of political or religious affiliation, race, color, national origin, place of birth, ancestry, age, sex, sexual orientation, gender identity, marital status, veteran status, disability, HIV positive status, crime victim status or genetic information.</b>
Meeting	November 19, 2025 - Church Street Marketplace Commission - Wednesday, November 19, 2025, 9:00 AM, Zoom/Sharon Bushor Conference Room, Ground Floor, City Hall 149 Church Street
Category	9. Informational and Non-Discrimination Statements
Department	Council and Board
Type	



**CHURCH STREET MARKETPLACE DISTRICT COMMISSION**

**October 8, 2025**

**9:00 AM**

**Location: City Hall, Contois Auditorium, 149 Church St.**

**Attendance:**

Commissioners: Mark Bouchett, Becky Holt (Zoom), Linda Magoon, Cara Tobin, Sam Tolstoi, Sarah Beal (Zoom)

Staff: Kara Alnasrawi – CEDO Director, Samantha McGinnis – CSM Director, Jessica Dudley – Marketing Manager, Isa Paredes – Marketing Coordinator, Aida Washburn – Project & Event Coordinator, Kimberly Rojas – Community Engagement Coordinator

- I. COME TO ORDER
  - a. Meeting is brought to order at 9:08am
- II. APPROVE AGENDA
  - a. Linda Magoon - motion to approve
  - b. Sam Tolstoi - seconded
  - c. Agenda approved unanimously
- III. APPROVE MINUTES
  - a. Sarah Beal - Motion to adopt the minutes
  - b. Sam Tolstoi - Seconded
  - c. Minutes approved unanimously
- IV. PUBLIC FORUM – GENERAL
  - a. No members of the public present
- V. COMMISSIONER UPDATES
  - a. Sarah Beal: Should we address the recent incident of a car driving on Church St?
    - i. Could there be a tree, signage or chains put up?
- VI. TREASURER'S REPORT

- a. Minimal changes since last month.
- b. Budget error where staff salaries were not on the correct line item.
- c. Still looking for corporate sponsors.
- d. Under budget ahead of holiday season

## VII. DIRECTOR'S REPORT

- a. Samantha McGinnis reports that:
  - i. The events of the last three weekends were well-attended
    - 1. Latin American connection event
    - 2. UVM Parent's Weekend
    - 3. Construction Fest
  - ii. Coming up:
    - 1. Zombie Walk on Saturday, October 11.
    - 2. Several retailers are doing a fashion show a Halverson's on Sunday, October 12.
    - 3. Dog costume contest – sponsored by Northfield Savings Bank – on Saturday, October 25
  - iii. Winter market will be indoors this year. One weekend at new BCA Community Room and one weekend in Contois Auditorium.
  - iv. Working in conjunction with BCA to get more lighting throughout downtown
  - v. Continuing to work on next steps of the Marketplace
  - vi. Commission voted to not have holiday parking program previously, so there will not be a holiday parking program this year.
  - vii. Difficult time getting sponsorships this year
  - viii. Received downtown vibrancy grant through the state
    - ix. Sam applied for winter placemaking grant with AARP
    - x. Golden Hour moved recently to the space beside phoenix
    - xi. Something is coming to the old Vermont Eclectic space
    - xii. Pascolo is moving back to their old space
    - xiii. A few vacancies still
    - xiv. Two new public art pieces in the downtown
    - xv. City circle starting up in the next month
    - xvi. Nudity ordinance has been passed by City Council.
    - xvii. 12 out of 53 units have been leased in Burlington Square

## VIII. CHAIR'S REPORT

- a. Will be putting together an annual report and will be done by the end of October.
- b. Folks who have been causing frequent issues are being “held” now.
- c. How to get visitors to walk the full four blocks of the marketplace, especially City Hall Block
- d. How to draw in larger community outside of Burlington
- e. Create a holiday season with positive experiences and enhanced customer service.

IX. ADJOURN

- a. Motion to adjourn
  - i. Moved by Becky Holt
  - ii. Seconded by Mark Bouchett
- b. Meeting is brought to close at 9:58am

Next Meeting:

Wednesday, November 19<sup>th</sup>



To: Church Street Marketplace Commission  
From: Andrew Bacher, Marketplace Coordinator  
CC: Samantha McGinnis, Director  
Date: November 13, 2025

Re: Adjusting Banner Program Rules and Fees

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**Background:**

The Church Street Marketplace attracts approximately two million visitors annually, offering a valuable opportunity for advertisement. To leverage this high visitation rate, the Marketplace currently permits businesses and nonprofit organizations to display over the street banners, light pole banners and street stickers along the Marketplace for a fee.

The Marketplace Banner Program currently has a separate pricing structure based on whether an organization is for-profit or nonprofit. Over the past three years, we have received 38 applications for banners or stickers. Two of these applications were for for-profit businesses. We approved one of these applications, the Lake Monsters, to advertise on the Marketplace.

For-profit businesses that have applied and been rejected often pose a conflict of interest with the businesses operating on the Marketplace. For example, real estate, construction and national brands. We do not want to pull economic support away from the Marketplace.

Given the limited demand from for-profit applicants, and the ongoing conflict of interest concerns, we no longer see a need to maintain two separate pricing structures.

In addition, the Marketplace Team is looking to increase rates slightly to adjust for inflation and right size pricing after several years of the program. Pricing currently is:

- Horizontal intersection: \$300 per Banner (up to 4 banners)
- Vertical intersection: \$300 total (14 banners)
- Light pole: \$550 total (30 banners)
- Street stickers: \$200 total (20 stickers) or \$50 for (5 stickers)

## **Recommended Action**

In order to simplify the banner program and ensure equitable, transparent pricing, Marketplace staff suggests the following changes to the banner program:

- Restrict program eligibility to registered nonprofit organizations, Marketplace Events, and Marketplace businesses. For-profit businesses would no longer be eligible to advertise through the Banner Program.
- Update and standardize Banner pricing as follows:
  - Horizontal intersection: \$325 per banner (up to 4 banners)
  - Vertical intersection: \$400 total (14 banners)
  - Light pole: \$600 total (30 banners)
  - Street stickers: \$250 total (20 stickers) or \$75 for (5 stickers)
- Add a requirement for applicants to supply an image of their Banner during the application process for Marketplace approval.



**CHURCH STREET**  
M A R K E T P L A C E

To: Church Street Marketplace Commission  
From: Andrew Bacher, Marketplace Coordinator  
CC: Samantha McGinnis, Director  
Date: November 14, 2025

## **Re: Cart Vendor Program Policy Changes**

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**Background:** Earlier this year, Church Street staff launched 2025 Church Street cart vendor program application. The application was open Wednesday, January 15, 2025 through Sunday, February 9, 2025. 17 businesses applied for the cart vendor program.

Of those 17 applications, 2 were rejected for failing to meet program requirements. Another 2 carts requested rescission of their cart vendor contracts due to not being able to meet the attendance requirements. Another 2 carts were unable to attend most of the season due to family and health reasons.

Over the course of the year, there have been a number of concerns and challenges brought up:

- Restructuring cart vendor fees: charging late fees, requiring upfront payment
- Eligibility for cart vendor contract rescission: reasons to accept or deny, fees associated
- Cart vendor attendance requirements: updates to language, how to keep carts accountable, penalties associated with failure to meet attendance requirements
- Menu items conflicts: what denotes a conflict of interest between a cart vendor and a Marketplace business?
- Subleasing / shared locations policies: clarifying rules, potentially eliminating both policies

In order to reinvigorate the program, create more equitable treatment of vendors experiencing hardship and clarify the rules and regulations of the program, the Marketplace staff is proposing the Commission discuss if we should continue to make ad hoc adjustments to the program or take a deeper dive in to restructuring the rules and regulations of the program.