



Church Street Marketplace Commission

Wednesday, February 18, 2026, 9:00 AM, Zoom/ Fletcher Free Library (Local History Room, 235 College Street, First Floor, Burlington, VT 05401)

Zoom Link:

<https://zoom.us/j/6798652576>

1. Adopt the Agenda

2. Adopt Minutes

Subject	2.1. Adoption of Minutes
Meeting	February 18, 2026 - Church Street Marketplace Commission Agenda - Wednesday, February 18, 2026, 9:00 AM, Zoom/ Fletcher Free Library (Local History Room, 235 College Street, First Floor, Burlington, VT 05401)
Category	2. Adopt Minutes
Department	Church St. Marketplace
Type	Action

3. Public Forum

Subject	3.1. Verbal Comments
Meeting	February 18, 2026 - Church Street Marketplace Commission Agenda - Wednesday, February 18, 2026, 9:00 AM, Zoom/ Fletcher Free Library (Local History Room, 235 College Street, First Floor, Burlington, VT 05401)
Category	3. Public Forum
Department	Church St. Marketplace
Type	Discussion

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

5. Main Street America Accreditation

Subject	5.1. Vote Anticipated
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Meeting February 18, 2026 - Church Street Marketplace Commission Agenda - Wednesday, February 18, 2026, 9:00 AM, Zoom/ Fletcher Free Library (Local History Room, 235 College Street, First Floor, Burlington, VT 05401)

Category 5. Main Street America Accreditation

Department Church St. Marketplace

Type

Recommended Action

6. Cart Vendor Attendance Policy

Subject 6.1. Vote Anticipated

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Category 6. Cart Vendor Attendance Policy

Department Church St. Marketplace

Type Action

7. Holidays on the Marketplace 2025 Recap Presentation

Subject 7.1. Presentation

Meeting February 18, 2026 - Church Street Marketplace Commission Agenda - Wednesday, February 18, 2026, 9:00 AM, Zoom/ Fletcher Free Library (Local History Room, 235 College Street, First Floor, Burlington, VT 05401)

Category 7. Holidays on the Marketplace 2025 Recap Presentation

Department Church St. Marketplace

Type Presentation

8. Reports

Subject 8.1. Treasurer's Report

Meeting February 18, 2026 - Church Street Marketplace Commission Agenda - Wednesday, February 18, 2026, 9:00 AM, Zoom/ Fletcher Free Library (Local History Room, 235 College Street, First Floor, Burlington, VT 05401)

Category 8. Reports

Department Church St. Marketplace

Type

Subject 8.2. Director's Report

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Category 8. Reports

Department Church St. Marketplace

Type Report

Subject 8.3. Chair's Report

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Category 8. Reports

Department Church St. Marketplace

Type Report

9. Adjournment

Subject 9.1. Motion to adjourn

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Category 9. Adjournment

Department Church St. Marketplace

Type Action

10. Informational and Non-Discrimination Statements

Subject 10.1. 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.

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Category 10. Informational and Non-Discrimination Statements

Department Church St. Marketplace

Type Information



CHURCH STREET MARKETPLACE DISTRICT COMMISSION

January 21, 2026

9:00 AM

Location: City Hall, Bushor Conference Room, 149 Church St.

Attendance:

Commissioners: Mark Bouchett, Becky Holt (Zoom), Linda Magoon, Erik Monsen, Sarah Beal, and Romeo von Hermann (Zoom)

Absent: Sam Tolstoi, Chris Haessly, and Cara Tobin

Staff: Kara Alnasrawi – CEDO Director, Samantha McGinnis – CSM Director, Aida Washburn – Project & Event Coordinator, Andrew Bacher – CSM Coordinator, Kimberly Rojas – Community Engagement Coordinator

- I. COME TO ORDER
 - a. Meeting is brought to order at 9:04am
- II. APPROVE AGENDA
 - a. Motion to approve – Erik Monsen
 - i. Seconded – Linda Magoon
 - b. Agenda approved unanimously
- III. APPROVE MINUTES
 - a. Motion to approve – Linda Magoon
 - i. Seconded – Sarah Beal
 - b. Minutes approved unanimously
- IV. PUBLIC FORUM – GENERAL
 - a. No members of the public had comments for public forum
- V. COMMISSIONER UPDATES
 - a. Linda Magoon – More people she knows are considering coming back to the Marketplace. Their sentiment about downtown is more optimistic.

- VI. DPW PRESENTATION – RECONNECTING BANK AND CHERRY ST
 - a. Sarah Beal – Please try to do as much work as you can in winter (January – April). Open streets for weekends. Try to coordinate projects so there’s only one main project going on at one time.
 - b. Linda Magoon and Erik Monsen - Support for a second crew to speed up the construction work shown from.
 - c. Linda Magoon - DPW has really listened to community feedback.
 - d. Mark Bouchett - Way finding is really important for this project.
- VII. CART VENDOR PROGRAM UPDATES
 - a. Payment and Contract Rescission Changes (Action)
 - b. Commissioners discussed recommended changes
 - i. Motion to adopt actions recommended by Marketplace staff
 - 1. Motion to Adopt - Linda Magoon
 - 2. Seconded – Sarah Beal
 - c. Cart Attendance Requirements (Discussion)
- VIII. TREASURER’S REPORT
 - a. Informal report provided by Director Samantha McGinnis
 - b. Finalizing holiday expenses
 - c. More drawdowns on salt and snow removal due to recent and upcoming snow events
 - d. Samantha looking for additional sponsorships
- IX. DIRECTOR’S REPORT

Samantha McGinnis reports that:

 - a. Holiday merchant survey has received 25 responses to date and so far, sales have been reported more positive than in 2024.
 - b. 97 businesses signed up to receive BTV Love Notes in Burlington’s downtown.
 - c. Month of Love on the Marketplace will consist of a ‘Heart Hunt’ from February 2 –8, decorations along the Marketplace, and free Lake Champlain Chocolates over Valentine’s Day weekend at participating stores.
 - d. Maple madness will be coming back on Saturday, March 21
 - e. Parking services will begin ticketing for parking on the Marketplace after 10:30a starting Feb. 2, 2026. Signs have been posted

- f. Applying for the Downtown Transportation Fund grant opportunity with the State of Vermont to replace bollards.
 - g. Update on vacancies and new businesses.
- X. CHAIR'S REPORT
- a. December was as good as it could be
 - b. Marketplace activations provided many opportunities for people to come down
 - c. Feeling excited and optimistic about the future of the Marketplace
 - d. Looking to get more business to stay open late
 - e. Kara Alnasrawi – State Troopers will not likely be returning
 - f. Sarah Beal - Costumers are seeing that it's easier to come downtown and not deal with shopping online
- XI. ADJOURN
- a. Motion to adjourn
 - i. Moved by Erik Monsen
 - ii. Seconded by Sarah Beal
 - b. Meeting is brought to close at 10:53 am

Next Meeting: Wednesday, February 18, 2026



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

To: Church Street Marketplace Commission
From: Samantha McGinnis, Director
Date: February 13, 2026

Re: Advancing Toward Main Street America Accredited Status Through a Downtown Living Strategy

Background:

The State of Vermont, through the Vermont Agency of Commerce and Community Development, houses the Vermont Downtown Program. This program coordinates downtown initiatives and supports community based economic development efforts across the state. As part of this work, the Vermont Downtown Program serves as the statewide coordinating partner for Main Street America.

Main Street America is a national organization, founded in 1980 as the National Main Street Center, that leads a nationwide movement to strengthen historic downtowns and neighborhood commercial districts through place-based economic development and community preservation.

Main Street America maintains two levels of partnership: Affiliate and Accredited. The Church Street Marketplace has been an Affiliate Member for several years. To increase our recognition, credibility, and standing within the organization, I recommend that we pursue Accredited status, the highest tier of designation, for our 2026 community evaluation.

To achieve Accredited status, the Church Street Marketplace Commission must vote to support and work toward a defined transformational strategy for the Marketplace. These strategies serve as tools to guide long-term thinking and planning. They do not limit other initiatives and are intended to remain flexible and adaptable as conditions evolve. Main Street America provides several strategy templates for communities to consider. After reviewing these options, I recommend that we adopt "Downtown Living Strategy". This strategy would work towards developing an environment that supports and encourages residential life.

We are entering a period of significant residential growth in the downtown core. Projects such as The Nest, The Post Apartments, Burlington Square South Tower already online, and future developments including the Burlington Square North Tower and the redevelopment of the former YMCA site. As these projects come online, we can expect a growing population of residents living within and adjacent to the Marketplace.

To meet the needs of these new users, people who will live, work, and spend their leisure time in Burlington's downtown, the Marketplace must evolve to attract a broader mix of businesses and services. This may include neighborhood-oriented amenities such as medical offices, pet services, dry cleaners, and fitness providers, as well as experiential and interactive businesses like paint-your-own pottery studios, arcades, bowling, and other entertainment uses.



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

These types of businesses also typically require on-site staff, which can help offset the decline in traditional office worker presence downtown and support a more consistent, year-round customer base.

Pursuing an Accredited designation while focusing on a Downtown Living strategy will allow the Church Street Marketplace to remain responsive to changing patterns of use, strengthen its role as a neighborhood center, and support a more resilient and vibrant downtown.

If the Commission approves moving forward in support of the “Downtown Living” strategy, the Marketplace will focus on three primary goals to advance this work: strengthening collaboration with property owners and lease managers; partnering with other City departments to identify supportive incentives and coordinated efforts; and aligning programming and events to engage a wide range of ages and demographics, ensuring stronger connections with the growing residential community.

Recommended Action:

Staff recommends approval of the “Downtown Living Strategy”- in order to work towards developing a downtown environment conducive to residential living.



To: Church Street Marketplace Commission
From: Andrew Bacher, Marketplace Coordinator
CC: Samantha McGinnis, Director
Date: February 13, 2026

Re: Cart Vendor Program Attendance Policy Changes Voting Item

Background:

On Wednesday, November 19, 2025, Church Street Marketplace Staff presented to the Church Street Marketplace Commission regarding challenges encountered during the 2024-2025 Cart Vending Program. Following the presentation, the Commission directed staff to conduct a comprehensive review of the Cart Vendor Program rules and regulations. On Wednesday, January 21st Church Street Marketplace Staff proposed updates to the cart vending program to the Commission. The Commission voted to make the following changes:

- **Payment Structure:** Require cart vendors to pay the full cost of their vending fees upfront, with an option to establish a payment plan. Vendors who pay their full fees prior to the start of the season would receive a 5% discount.
- **Contract Rescission Language:** Revise the Cart Vending Contract to clarify that qualifying reasons for contract rescission do not include economic downturns, recessions, inflation, increased operating costs, supply chain delays, labor shortages, or changes in profitability or consumer demand. Additionally, if a contract is rescinded, any refund would be limited to no more than 15% of the annual fee.

Commission went on to discuss the attendance requirements to encourage more participation from vendors during summer season. The discussion considered four possibilities for cart vendor attendance policy:

1. **Keep the policy the same:** 1 weekday, 1 weekend required from June 1st - August 31st.
2. **Eliminate weekday/weekend distinction:** Vendors can count 2 weekends or 2 weekdays as meeting the requirements from June 1st - August 31st.
3. **Set number of days throughout the season:** Vendors are required to vend a minimum of 15 days between June 1st - August 31st. These days can be consecutive.
4. **Eliminate Attendance Requirement:** Vendors are not required to vend at all.

The Church Street Marketplace Cart Vending Committee met on Wednesday, February 11th and had a robust discussion about the cart vendor attendance policy options. They explored the challenges and opportunities with each recommendation. They voted to recommend proposition 3 to the full commission, with the addition of if the attendance expectation isn't met that cart vendor will lose seniority placement for next season. Attendance will be monitored through an online app. In addition, we discussed creating incentives for the



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

carts with the highest attendance each month such as social media highlights or reduced fees. Staff is exploring the viability of these incentives further.

Recommended Action:

Staff and the Cart Vending Committee recommends approval of proposition 3, vendors are required to vend a minimum of 15 days between June 1st - August 31st. These days can be consecutive.

HOLIDAYS ON THE MARKETPLACE

SURVEY RESULTS



HOLIDAYS ON THE MARKETPLACE

4

WEEKS OF MAGIC

1,500

HOT CHOCOLATES REDEEMED

33

PROGRAMS AND EVENTS

8,700+

TOTAL EVENT ATTENDEES

3

SPECIAL FESTIVE FRIDAY
EVENTS

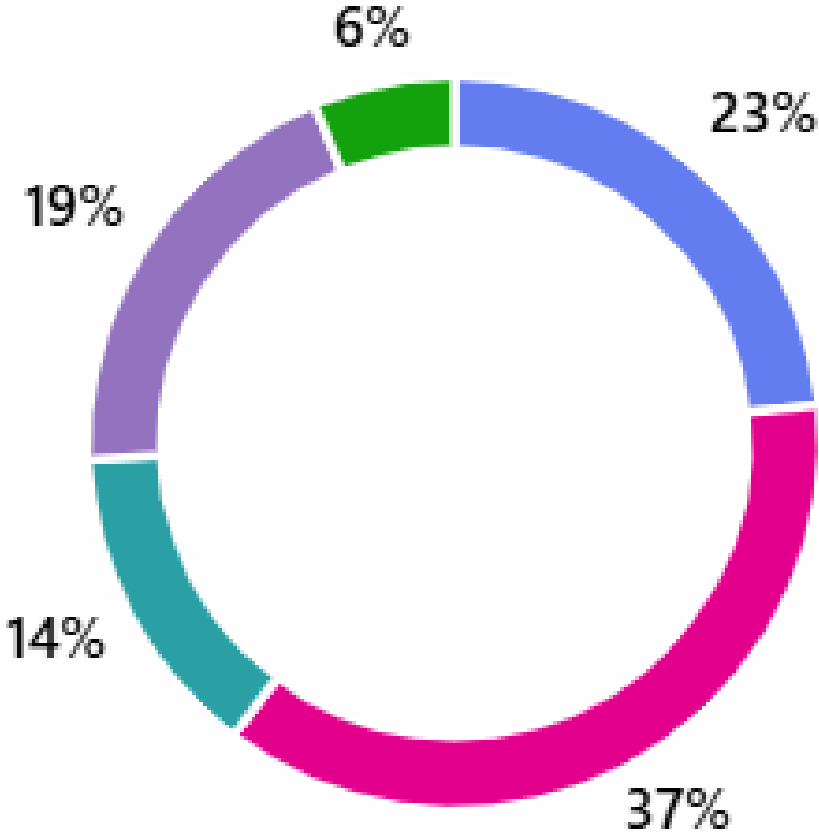
WHAT PEOPLE ARE SAYING:

2025 Public Holiday Survey:
131 responses with an average rating of 3.99

2024 Public Holiday Survey:
14 responses with an average rating of 3.69

What Brought You to the Marketplace?

- 23% Dining Out
- 37% Shopping
- 14% Holiday Activity
- 19% Holiday Decor
- 6% Other



COMMUNITY SURVEY RESULTS

Where are you from?

Local - top 3 (125)

1. Burlington (80)
2. Colchester (12)
3. Essex (5)
4. Shelburne (5)

Visiting (6)

1. Massachusetts (2)
2. New York
3. Connecticut
4. Rhode Island
5. Arkansas

Top 5 Programs Attended:

1. BTV Winter Market
2. Tree Lighting
3. Free Hot Chocolate Program
4. Window Decorating Contest
5. Jingle & Mingle

Where did you hear about events?

- Seven Days Print (51)
- Instagram - CSM (37)
- Seven Days Digital (33)

COMMUNITY COMMENTS CONT'D

“The Market Place looked beautiful”

“We visited 3 times this holiday season! It was great to have our kids walk up and down Church St exploring the shop windows and the tree. Tradewinds window was a hit with our 19 month old.”

“You all rock! :)”

“I didn't attend any of the special holiday events, but I always love going downtown, and I love what folks are doing to create a more positive narrative about our city. Thanks for the work you're doing!”

“Thank you for a great season!”

“The extra marketing and event planning effort this year was noticeable. It was fun to get out among the crowds to shop and eat! As a fellow designer, I appreciated the cool graphics.”

“Really nice job this year trying to get more people to the marketplace. As a Burlingtonian I appreciated all the effort. We love Church Street!”



MERCHANT HOLIDAY SURVEY RESULTS

30

RESPONSES W/ 27
BUSINESSES REPRESENTED
SAME AS 2024

3.833

AVERAGE RATING 2025

3.96

AVERAGE RATING (2024)

3.58

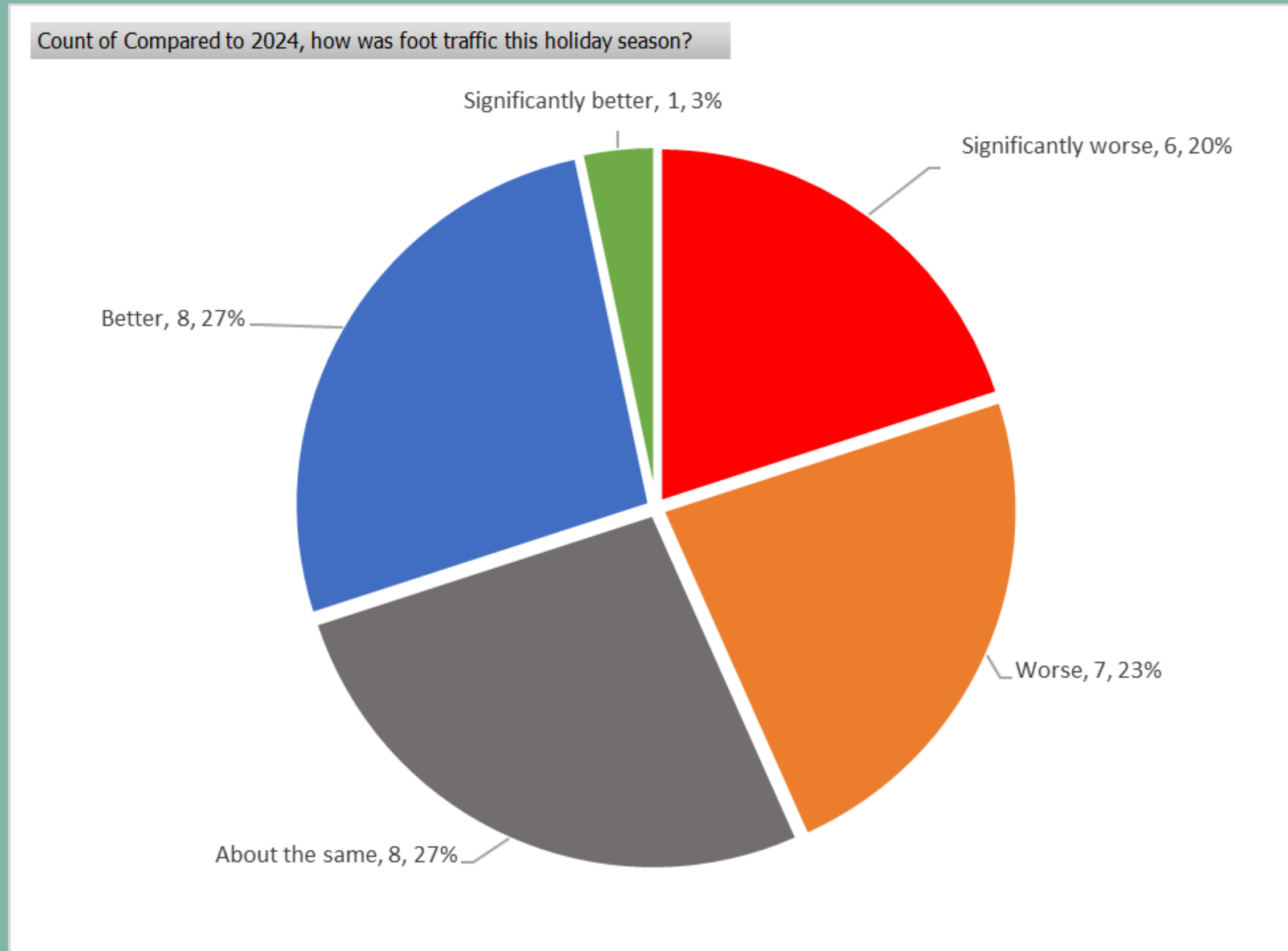
AVERAGE RATING (2023)

3.69

AVERAGE RATING (2022)

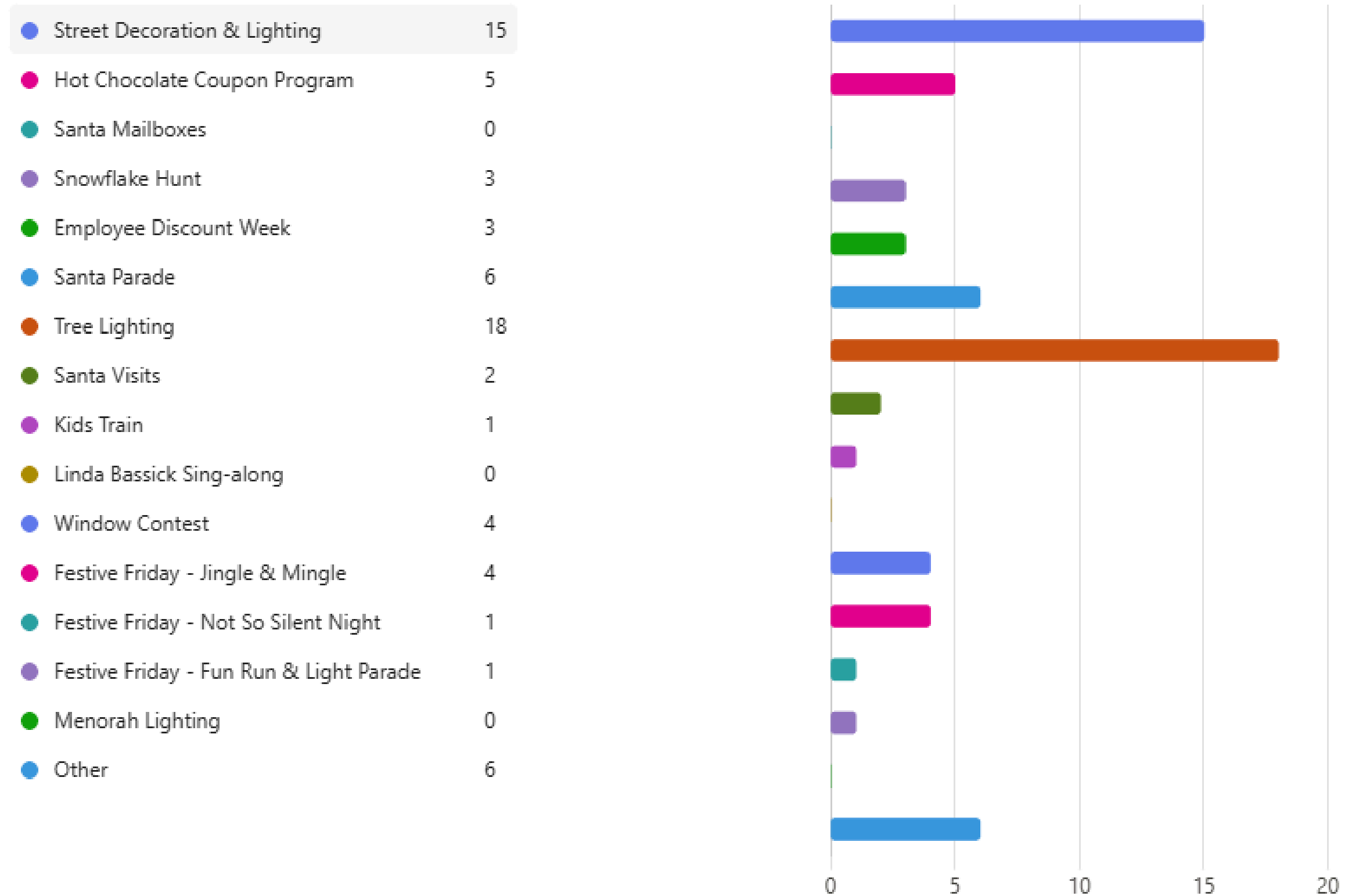
FOOT TRAFFIC OPINIONS

COMPARED TO 2024, HOW WAS FOOT TRAFFIC THIS HOLIDAY SEASON?

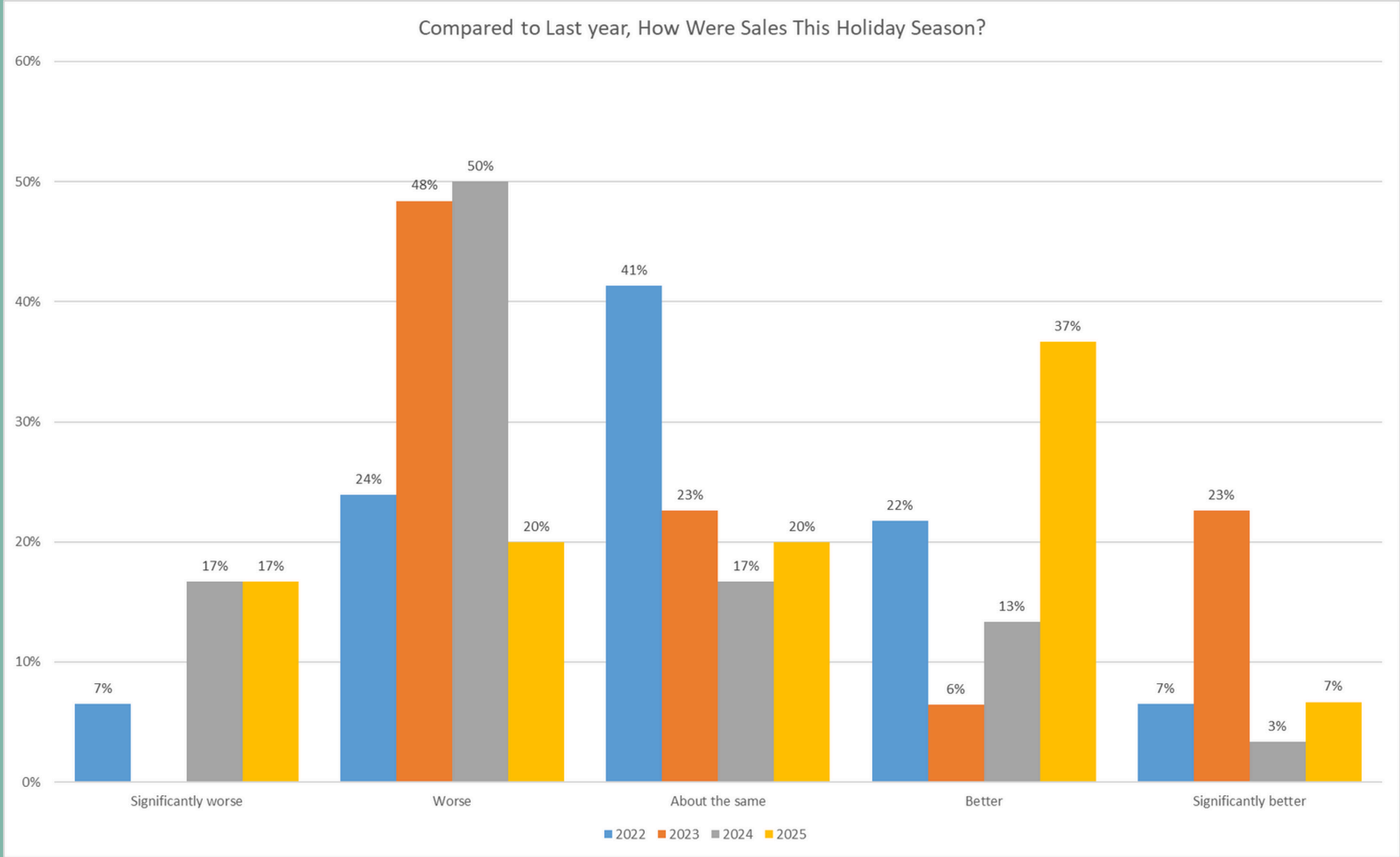


FOOT TRAFFIC DRIVERS

7. What programs had the biggest impact on foot traffic to your business?



HOLIDAY SALES 2022-2025



2025
43% Better or Significantly Better

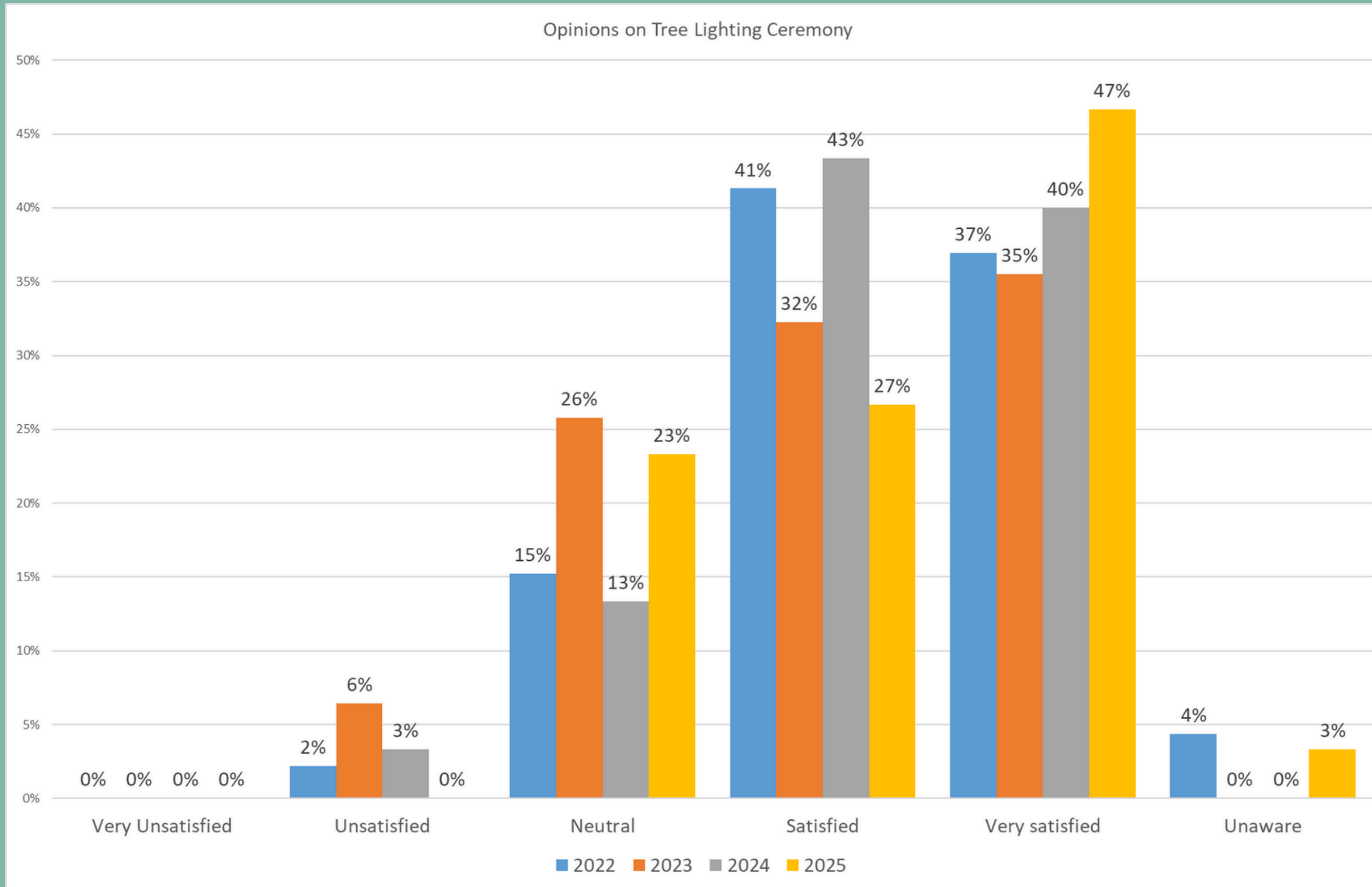
2024
17% Better or Significantly Better

2023
29% Better or Significantly Better

2022
28% Better or Significantly Better

*PRE-2025, THE QUESTION WAS, "COMPARED TO LAST YEAR, HOW DID YOUR BUSINESS DO THIS HOLIDAY SEASON?"

TREE LIGHTING OPINIONS 2022-2025



2025

73% satisfied or very satisfied

2024

83% satisfied or very satisfied

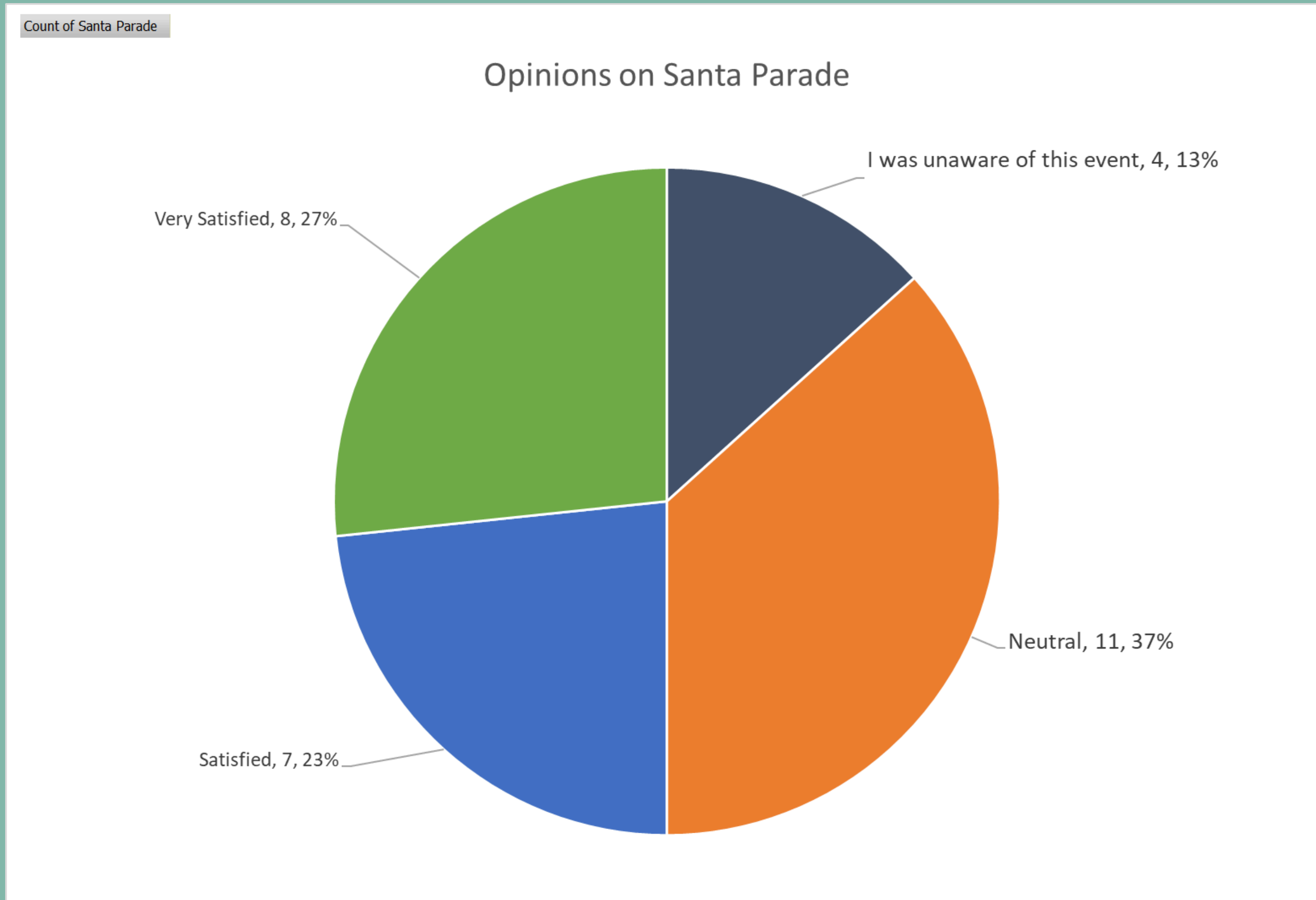
2023

67% satisfied or very satisfied

2022

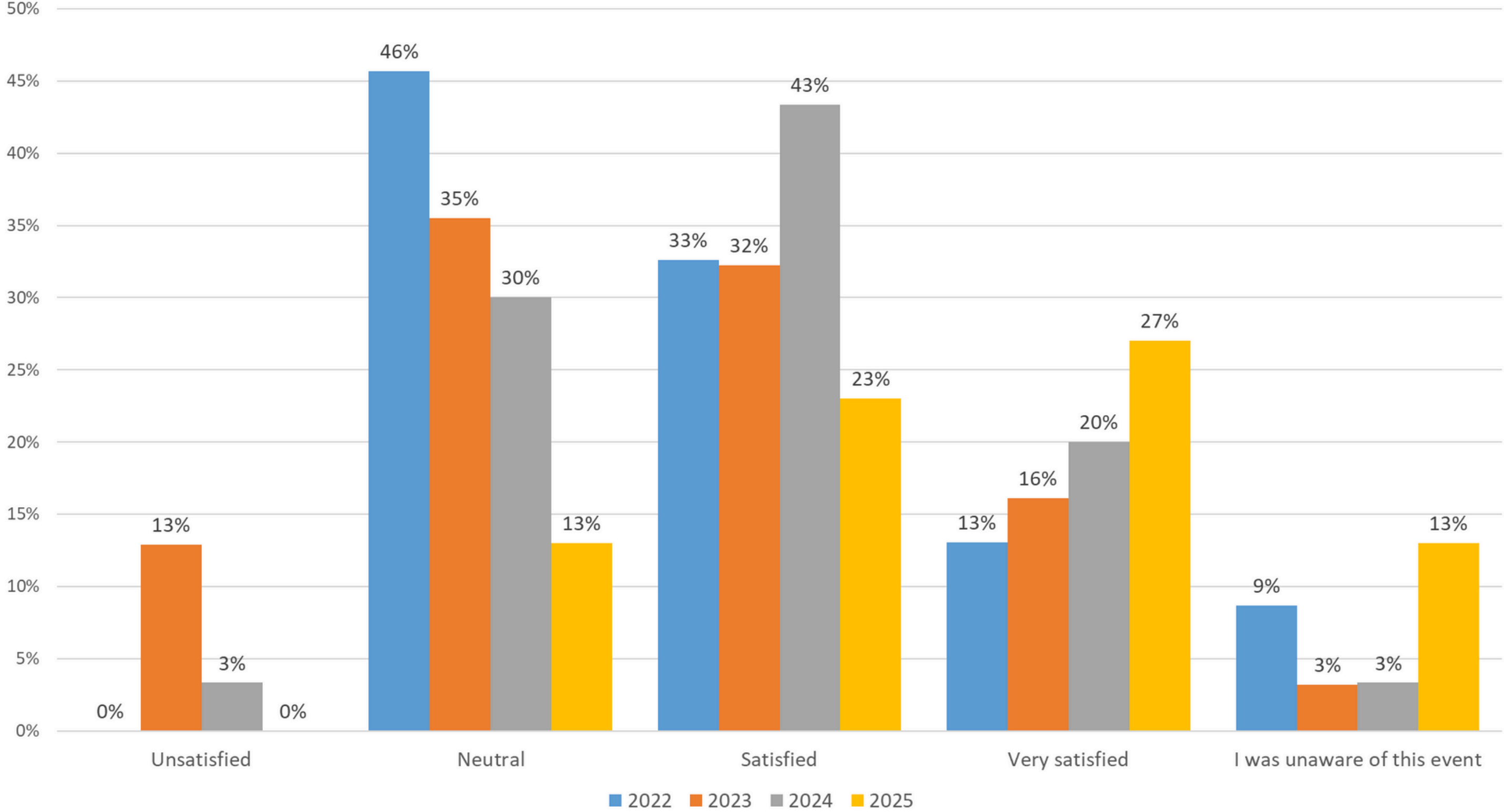
78% satisfied or very satisfied

OPINIONS ON SANTA PARADE 2025



SANTA PARADE OPINIONS 2022-2025

Opinions on Santa Parade 2022-2025



2025

50% satisfied or very satisfied

2024

63% satisfied or very satisfied

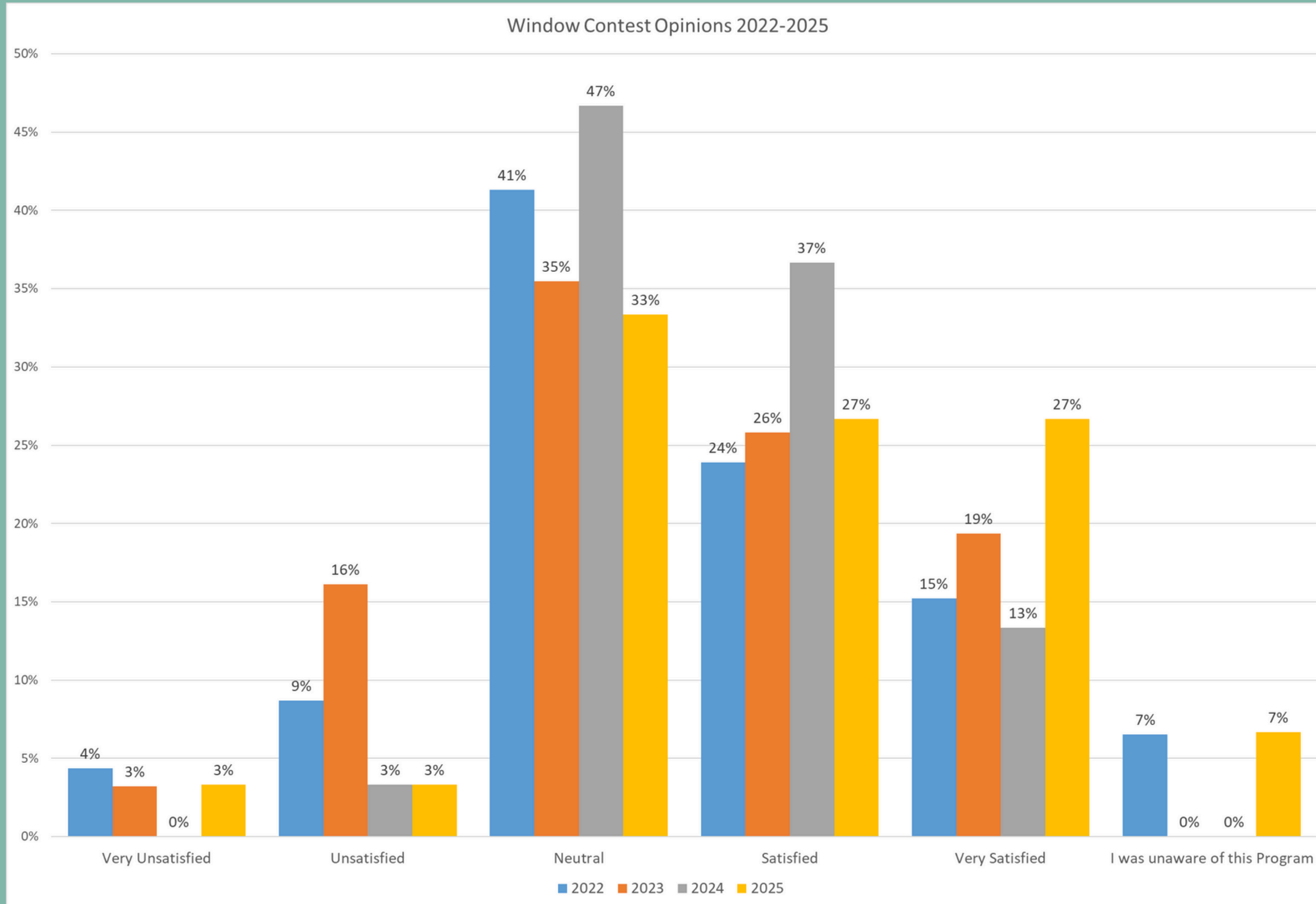
2023

48% satisfied or very satisfied

2022

46% satisfied or very satisfied

WINDOW CONTEST OPINIONS 2022-2025



2025

54% satisfied or very satisfied

2024

50% satisfied or very satisfied

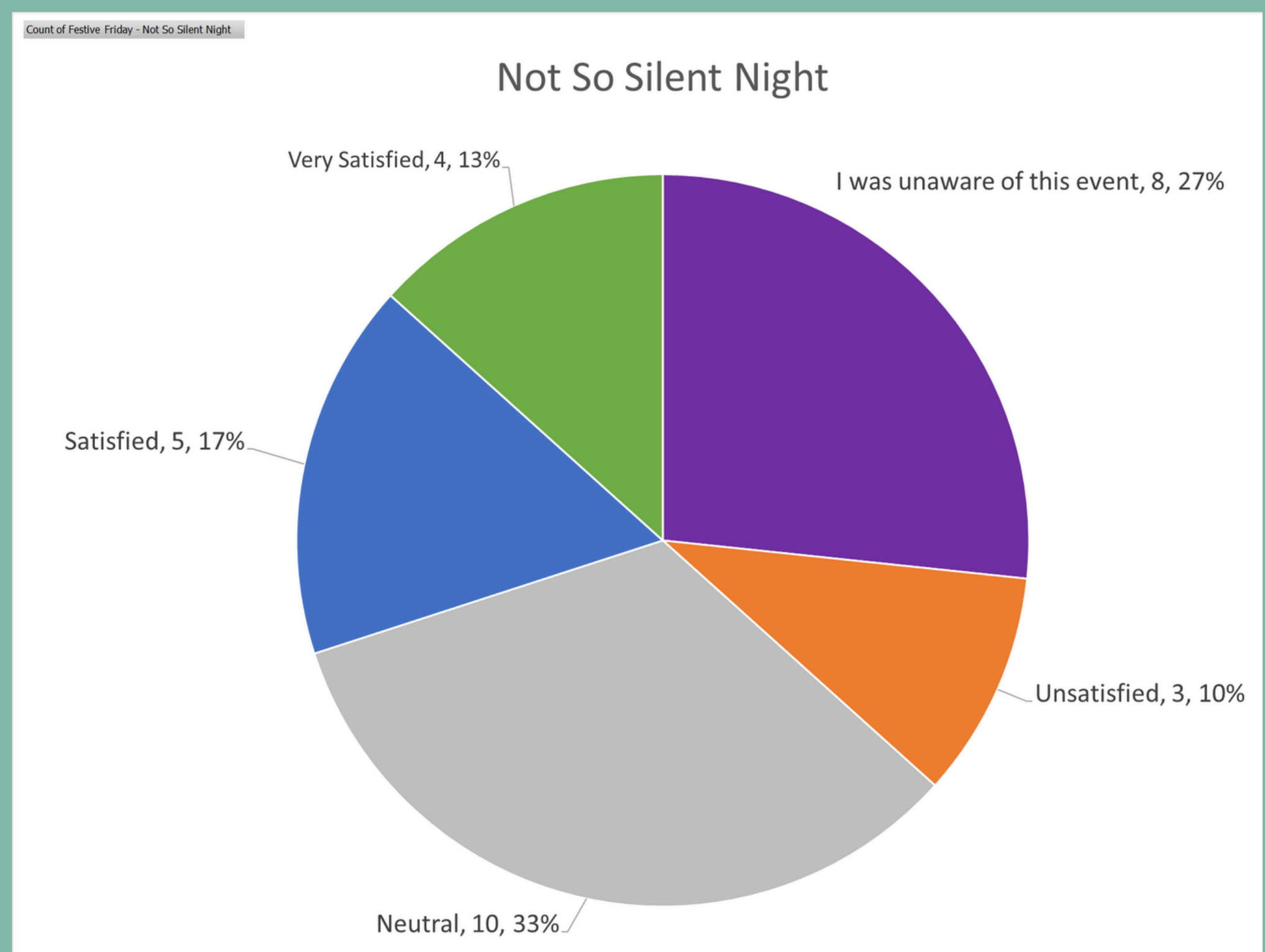
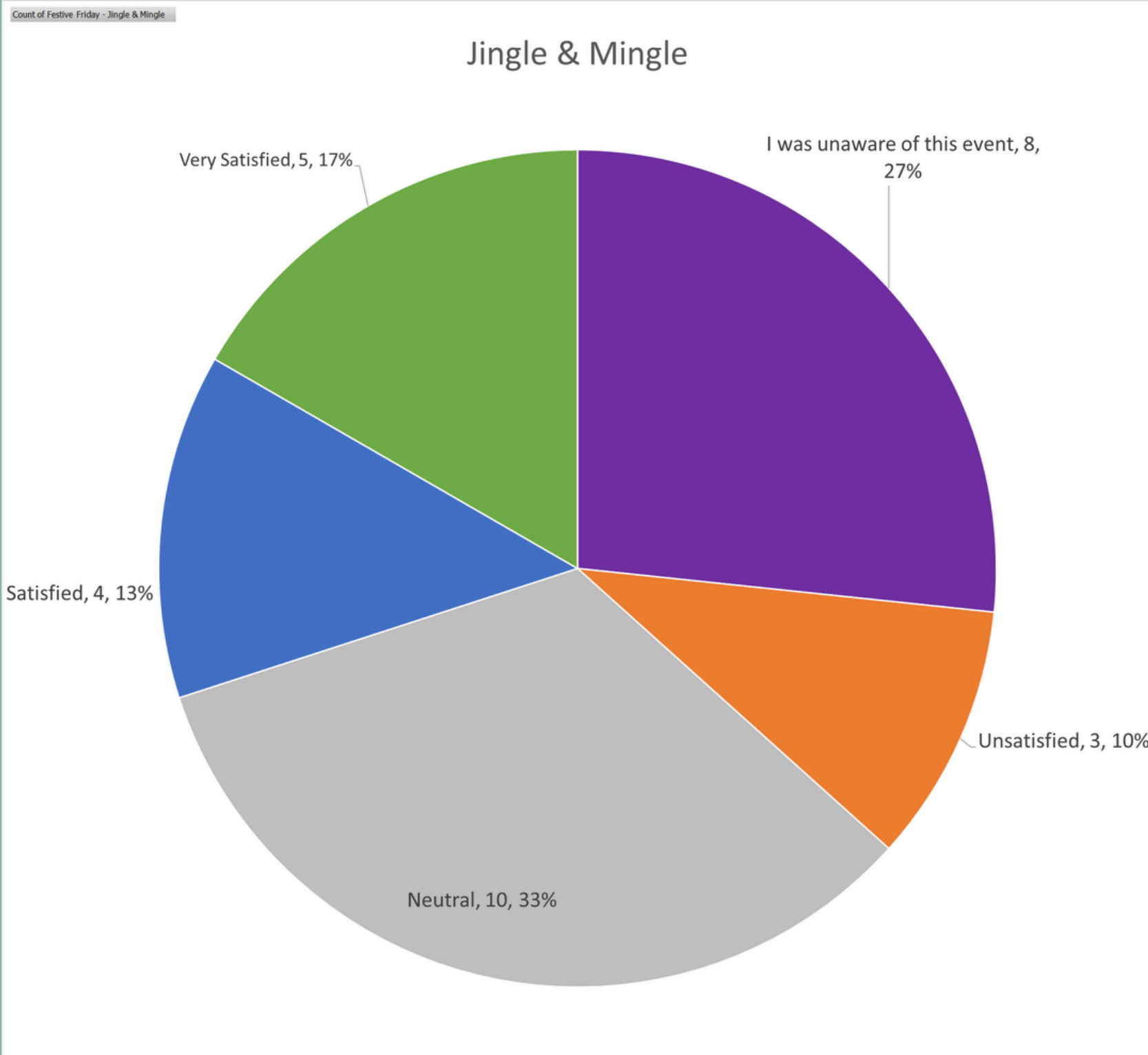
2023

45% satisfied or very satisfied

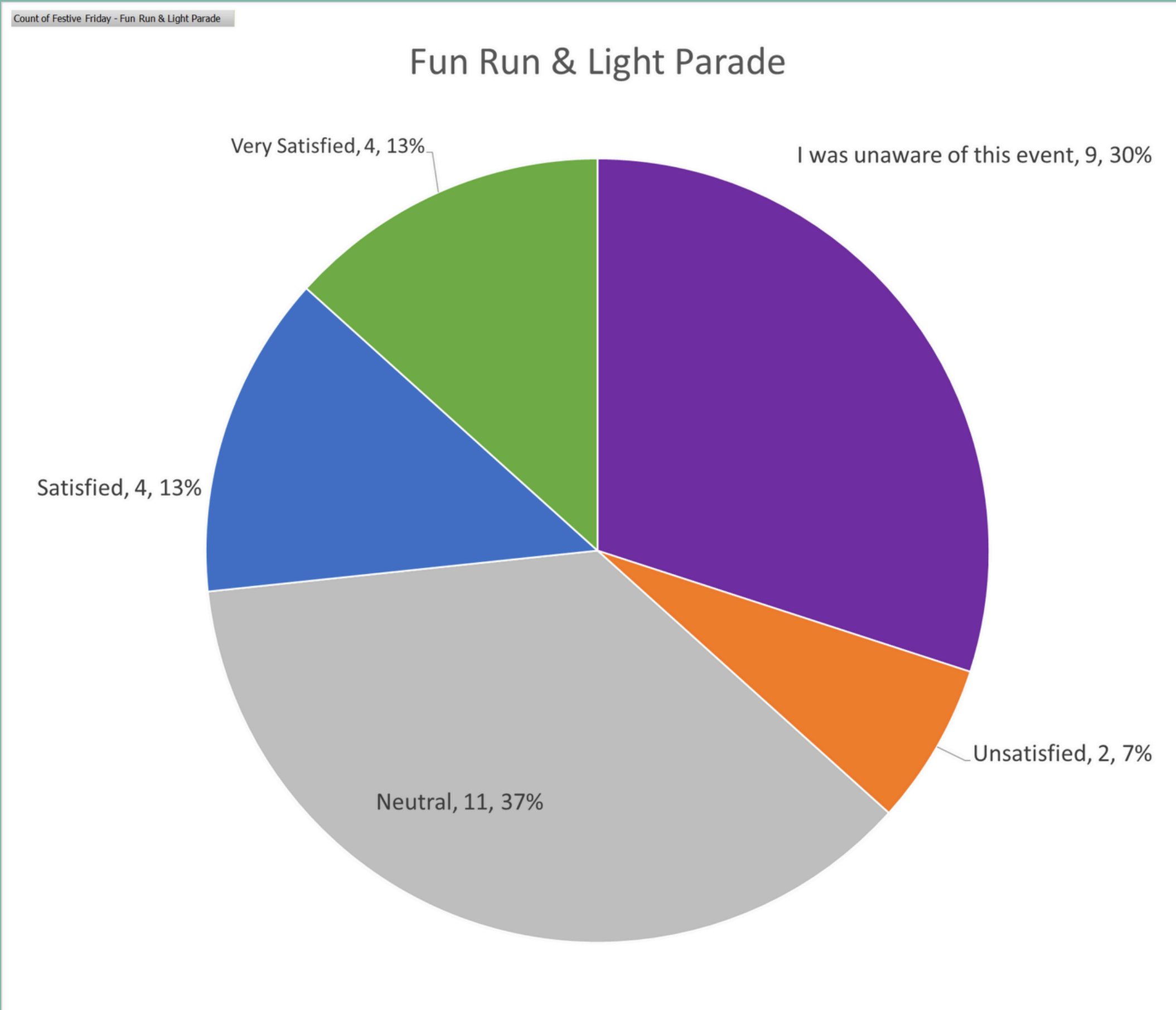
2022

39% satisfied or very satisfied

OPINIONS ON FESTIVE FRIDAYS



OPINIONS ON FESTIVE FRIDAYS



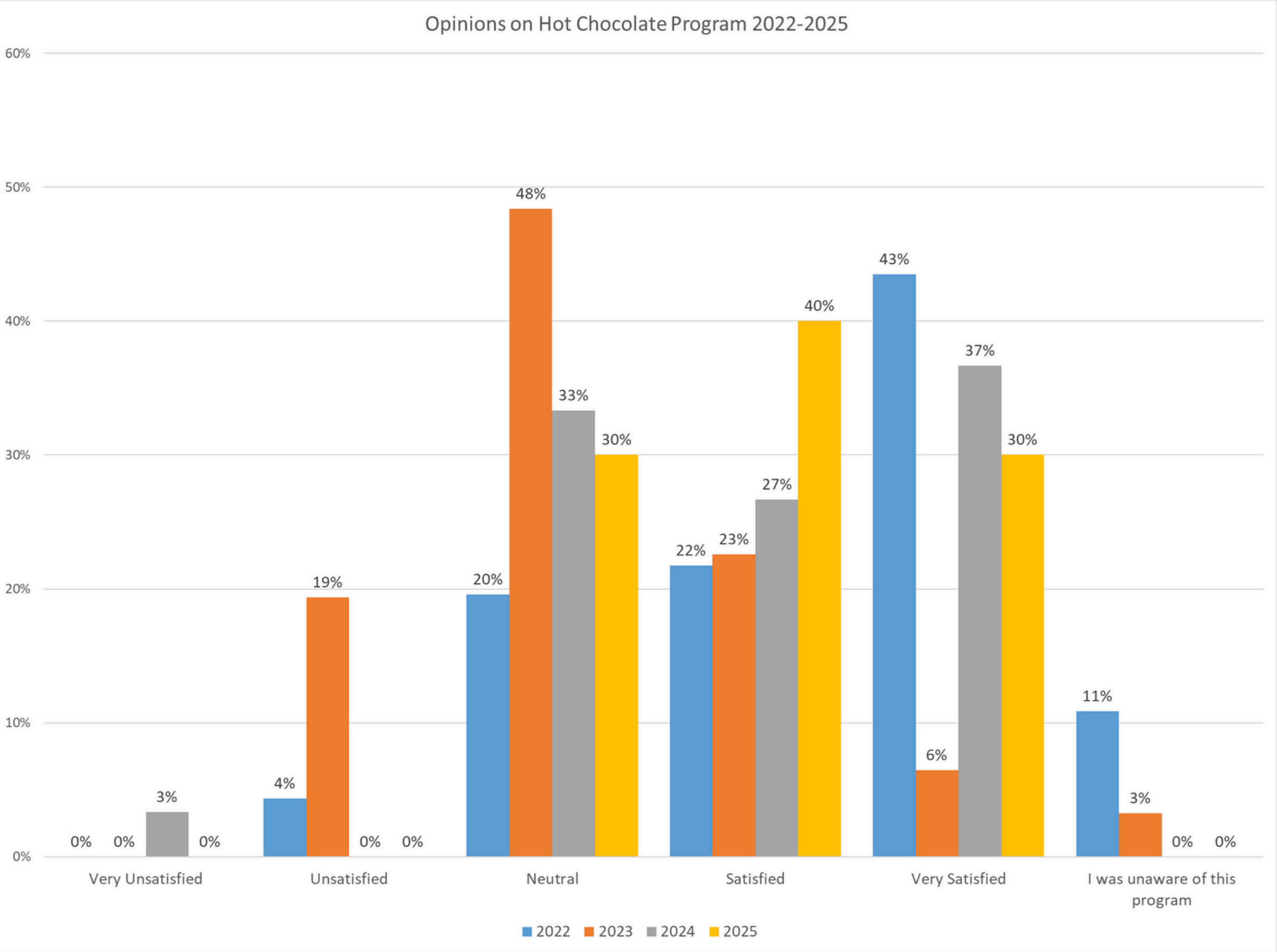
Average:

28% unaware

34% Neutral

20% Satisfied or Very Satisfied

HOT CHOCOLATE COUPONS 2022-2025



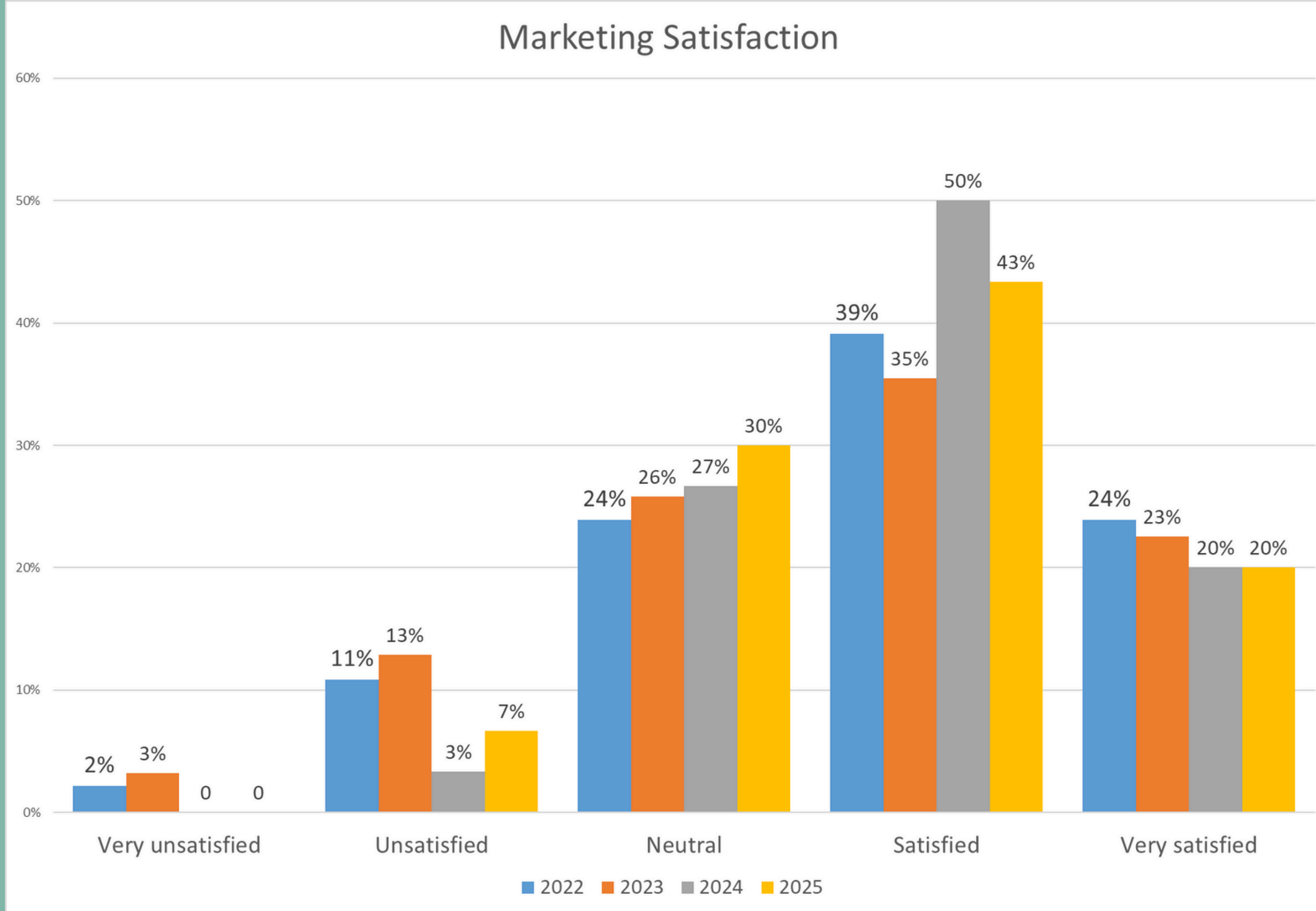
2025
70% satisfied or very satisfied

2024
64% satisfied or very satisfied

2023
29% satisfied or very satisfied

2022
65% satisfied or very satisfied

MARKETING SATISFACTION



2025

63% satisfied or very satisfied

2024

70% satisfied or very satisfied

2023

58% satisfied or very satisfied

2022

63% satisfied or very satisfied

MERCHANT FEEDBACK

WHAT COULD BE IMPROVED FOR NEXT SEASON ?

Better access to restrooms

weekdays are slow

Hot Chocolate Program
over-printing

Beef up caroling - have them
walk the street

Decrease programs and
focus on more impactful
activations

Tie into NYE programming

More law enforcement

Manage Church Street
Narrative/negative press

Increase
marketing/more
marketing before
events

Find a better spot for Santa

More signage - shop
names with each block

MERCHANT FEEDBACK

WHAT WENT WELL THIS HOLIDAY SEASON?

Tree lighting and Saturdays were busy!

Maintenance team did a great job keeping the street clear!

Friday night events were impactful! x3

Customers were happy and loved the hot chocolate program

Police presence was positive

Noticed an increase in marketing/social media

Local people shopping

Shop and sip was fun! Need to get word out more

Foot traffic was great!

Pleased w/ increase in holiday events

THAT IS ALL!

