



CHURCH STREET MARKETPLACE

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

ATTENDANCE:

Commissioners: Becky Holt, Vice Chair (leads meeting in place of Mark), Linda Magoon, Sarah Beal, Sam Tolstoi (Zoom), Chris Haessly, Romeo von Hermann, Cara Tobin (Zoom)

Absent: Mark Bouchett

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

Members of the public: none

COME TO ORDER

APPROVAL OF AGENDA

Motion to approve: Chris. Second: Romeo. Unanimous approval.

APPROVAL OF MINUTES

Motion to approve: Romeo. Second: Chris. Unanimous approval.

PUBLIC FORUM – GENERAL

None

TREASURER'S REPORT

- Sam reports that we are 53% through this fiscal year, and we are right on track as far as the budget.
- Overall we are at 51%, but we are expecting \$25,000 more from Northfield Savings soon.
- Discussion follows about what sponsors get for their donation.

STAFF REPORTS

- Holiday Recap
 - Samantha presents a 'Holidays on the Marketplace' recap
 - A survey has been sent to merchants, and we are waiting for responses.
 - Kara is hearing that the holiday season went well, but for the year, business was not as strong.
 - Kara will also be sending a survey to businesses citywide.

- Marketing and promotion plans for Q1
 - Jessica presents a 2024 marketing plan
 - Samantha tells about the upcoming events.
- Launch of summer programs
 - Kara explains that the cart program applications are out.
 - We are working with BCA on the summer market in City Hall Park.
 - We will also launch vending on the bricks & music on the bricks after reviewing last summer notes and seeing how we could improve the programs.

DIRECTOR'S REPORT

- Kara explains that Jed has left the team, and we are interviewing for his position.
- We are keeping our eye on the retail theft bill in the legislature.
- Kara has met with both mayoral candidates.
- The RFP for work on the Marketplace using the Congressionally Directed Spending has been reposted.
- Kara is on a team working with UVM to support a GaN Tech Hub. This hub will hopefully attract businesses who need to use this technology.
- Our team is working to get a kiosk near the fountain in City Hall Park.
- We had extra private & BPD security over holidays.
- Kara tells of her upcoming retreat with City department heads to create transition documents to help make a smooth transition.
- Kara will participate in a press conference that will be at BCA about the impact of the arts on the economy.
- The safety & security card has been updated and is being sent out.
- The shelter at the VFW is open, and there have been no problems since it opened. Discussion follows about the long wait for transitional housing and to get into the pod community.
- Budget season will begin soon, so the commission can look forward to upcoming budget discussions.
- We are keeping an eye on Cityplace, Walgreens, and the Main Street project.

CHAIR'S REPORT

- Becky, filling in for Mark, thanks the Marketplace team for all of their hard work throughout the holiday season.

MEETING IS ADJOURNED