

CHURCH STREET MARKETPLACE DISTRICT COMMISSION

Meeting Minutes, WEDNESDAY, September 18, 2019

Come to Order at 9 AM

Approval of Minutes - August, 2019. Motion to approve: Lorre Tucker; second from Mark Bouchett. Approved unanimously.

Public Forum: No visitors.

Financial Review. Buddy Singh presented a brief FY 20 update. Under budget. In good shape year to date. 20% into year with 16% of expenses. FY19 year-end looking positive.

Carolyn Lawrence of Outdoor Gear Exchange presented proposal for a First Annual Movie Night on Church Street's Mall Block, 7 Pm – 10 Pm Thursday, October 17. Sponsored By Outdoor Gear Exchange, Fjallraven, Helly Hansen. Sponsors desire to project a movie outdoors on the Mall Block and serve alcohol in controlled areas with approval from BPD, BFD, Local Control and State DLC. CSM staff presented proposed diagram of alcohol service area with security plan. Motion to approve: Buddy Singh. Second: Linda Magoon. Approved unanimously.

Ri-Ra requesting to place a musician with acoustic guitar inside their existing, permitted outdoor café and will coordinate with Red Square on timing of entertainment. Motion to approve: Lorre Tucker. Second: Lara Allen. Approved unanimously. .

Meet and greet wwith Councilor Franklin Paulino, NORTH DISTRICT and Councilor, Jack Hanson, EAST DISTRICT. Councilors and the Commission discussed opportunities and challenges. The group discussed challenges with the internet, need for public restrooms, perception and reality of parking in the downtown. How do we address people who are openly drinking? How do we, as a community, compete with the internet and with alternative shopping destinations (South Burlington and Williston). How do we keep our locals (residents of Chittenden County) coming downtown. How do we address the barriers locals report to us: lack of convenient parking and not feeling safe.

Discussion on possible future uses of the steel frame of the old bus station. Could we use it for signage? Is there an opportunity for public art? Ron to talk with John Kessler about how Vermont Billboard Law would apply to us using the structure.

Review of FY 19 Annual Report.

Update from Nicole Ravlin, JunaPR.

- “How To” Social Media Workshops to be planned. One general workshop for Retail and one for Food & Beverage. Content would include how to engage people, increase your following, leverage the communities that our businesses have built, and address the changes ahead on Instagram, Facebook (and LinkedIn and Twitter). Then, a Second Workshop for Social Media Advertising.
- Discussion of social media influencers. Commission gave Nicole feedback on the social media influencer tested for the Fashion Love Music event on September 13. Nicole to develop standards for influencers moving forward.

Presentation from Alex Bunten of BBA re: downtown parking update.

- Finishing annual data dive with Transportation Research Center at UVM about parking in the downtown. Bottom line: if you're looking for parking at the Marketplace Garage, parking is sparse. But for the other public and private parking garages, there is ample parking. Alex asked, “what about a Burlington Park/Walk program?” where people are encouraged to park and walk (health, exercise).

- **Employee Parking Program.** Still in process. Question asked: *How do we take all of the employees out of the Marketplace Garage for free and provide them with an alternative, and free up spaces for shoppers.* Commission is interested in visiting the Public Works Commission to advocate for its implementation. Restaurant staff, retail staff need ability to park in Lakeview and College Street garages for free so we can free up spaces in the Marketplace Garage.
Commission's message at the meeting: Our customers don't want to park at the public and private parking lots where there are spaces available. The distance is too far. They want to park at the Marketplace Garage. The issue is finding parking that is close. Facts, data and studies are getting in the way of taking action. BBA and CSM are at odds with each other. We need convenient parking that meets what our customers are saying about what is convenient.

Executive Session re: Selection Committee for New Executive Director