

Church Street Marketplace District Commission
Meeting Minutes, **Wednesday, June 19, 2019**

Attending: Commission: Jeff Nick, Michael Ly, Lorre Tucker, Lara Allen, Buddy Singh, Sarah Beal, Linda Magoon, Mark Bouchett Staff: Ron Redmond, Ryan Midden, Nate Lantieri.

- I. Come to order. 9:05 AM
- II. Approval of minutes – April and May, 2019. Motion, Singh; Second, Ly. Passed
- III. Financial review –
 - a. FY 19 update with Alice Astarita, CPA
- IV. **Request for approval from Vermont Distillers re: Outdoor Café Space**

One year trial, as a tasting of single vendor.

 - 20 days or less; \$3.50 per square foot. Vermont Distillers café is 220 sf.; Vermont Distillers to return to Commission; reassess at the end of high season.

Motion Singh, second Ly. Passed
- V. **Request for approval from staff for Top Block July bands, July 19 and 26 sponsored by**
 - Survey top block businesses and determine what is the impact of concerts on your business?
- VI. PARKING
 - a. Visit at 10 AM by Jeff Padgett, Assistant Director, Traffic Division, Department of Public Works and Alex Buntun, BBA.
 - i. Vision
 1. Road map to recovery
 - a. Trust between DPW/Business. We need to build trust in order to build effective systems.
 - b. Execution: Do our current systems work? Are they perfect? Stability will be the watchword.
 - ii. Old News
 1. Ambassadors
 - a. Newsletter produced 4-5 times a year.
 - b. “Here to Help” signs have been placed at the garage’s parking kiosks, letting customers know that Ambassadors are here to help
 - c. Uniforms: new vests and hats are coming for Ambassadors (black) and Maintenance worker (yellow). Bank Street Greeter uniforms in place (blue)
 - d. DPW staff three nights a week, graveyard shift. First foray into 24 staffing. Another volunteer will start on the 28th. 2 people cycling in for overnights. Transition security guard from being the Ambassador.
 - e. Bank Street Greeters, uniform hats and maps are working. Dan Hill is managing. Hick-up last week.
 - iii. New News
 1. Power-washing and painting stair towers is scheduled.
 2. New striping in all the garages this weekend.

3. Validation program. Roll out in September time frame. By January, report to City Council.
 - a. \$20,000 committed to subsidizing a program at Lakeview Garage for those customers who stay over 3 hours. That could eventually morph into a program for employees that would have a monthly cost of \$40-\$50/month..
 - b. End goal is to take 2 hour free program out. Long term goal is to move employees to Lakeview Garage.
 - c. Stand up an overnight program at Lakeview Garage. Daytime pass 6 am – 6 pm 3 pm to 3 pm for Nighttime. Not as many people taking advantage of that.
 - d. T2 Parc System update. Parking Soft runs the garages. T2 has a product called Flex software. Considering migrate to that software.
 - e. GOOD NEWS:
 - i. BBA has updated Interactive Map, that can be imbedded on individual business’s websites. .
 - ii. BBA starting InstaGram account.

VII. STAFF REPORT OF TOP PRIORITIES:

a. Marketing

- i. Nicole Ravlin presented an update
 1. #MyChurchSt – rewarding customers for sending us great photos. Calendar for sale at end of year is the goal.
 2. Customer-oriented campaign. Static posts is the deliverable for now.