

Church Street Marketplace Commission Meeting
August 20, 2014

Held @ 29 Church Street, 3rd Floor Conference Room
 Burlington, Vermont 05401

Attending from Commission: Buddy Singh, Celia Daly, Jeff Nick, Matthew Chabot, Jed Davis, Eli Lesser-Goldsmith, Lara Allen, Phil Merrick Staff: Ron Redmond, Jeremy Plante, Jenny Morse, Becky Cassidy Visitors: Robin Sutphen, Meg McGovern

- I. COME TO ORDER
- II. AGENDA
 - a. Election of officers to occur at September, 2014 meeting
- III. MINUTES
 - a. Approval of Minutes from June and July 15, 2014
 June Minutes- Motion- Buddy, Second- Celia; July Minutes- Motion- Celia, Second- Buddy. Both Sets of Minutes approved unanimously
- IV. PUBLIC FORUM -- none
- V. CHAIR'S REPORT
 - a. Finance Report- Buddy Singh

Notes On Year to Date Budget Numbers:

Report was Run on 8/13/2014 Representing 12.1% of the budget year

<u>BUDGET:</u>	<u>Submitted</u>	<u>Amended</u>	<u>Change</u>
Total Expenses FY14:	\$898,945	\$898,945	\$0
Total Revenues FY14:	\$961,628	\$961,628	\$0
Surplus Projection:	\$62,683	\$62,683	\$0
 <u>ACTUAL:</u>			
YTD Expenses:	\$119,530	(13%)	
YTD Encumbrances:	\$157,087	(18%)	
YTD REVENUE:	\$225,593	(24%)	
Expenses Remaining:	\$779,415	(87%)	
Encumbrances:	\$157,087		
Revenue To Recognize:	\$736,035		
Current Cash Balance:	\$106,062		
Surplus Projection:	\$62,682		

Discretionary Funds" (excluding personnel):

	Budget	Spent	Encum	Remaining
Administration:	\$123,905	\$30,536	\$1,755	\$91,614
Public Relations:	\$195,411	\$38,648	\$77,004	\$79,760
Maintenance:	\$121,350	\$11,393	\$78,318	\$31,640
TOTAL:	\$440,666	\$80,576	\$157,077	\$203,013
	Budget	Spent	Encum	Remaining
Administration:	28.12%	24.64%	1.42%	73.94%
Public Relations:	44.34%	19.78%	39.41%	40.82%
Maintenance:	27.54%	9.39%	64.54%	26.07%
TOTAL:	100.00%	18.29%	35.65%	46.07%

2013 Snapshot from August

	Budget	Spent	Encum	Remaining
Administration:	\$113,393	\$5,103	\$23,486	\$84,804
Public Relations:	\$144,390	\$9,416	\$68,030	\$66,944
Maintenance:	\$121,133	\$3,236	\$77,572	\$40,325
TOTAL:	\$378,926	\$17,755	\$169,088	\$192,073
	Budget	Spent	Encum	Remaining
Administration:	29.92%	4.50%	20.71%	74.79%
Public Relations:	38.11%	6.52%	47.12%	46.36%
Maintenance:	31.97%	2.67%	64.04%	33.29%
TOTAL:	100.00%	4.69%	44.62%	50.69%

Important Points:

Encumbered funds \$75K Promotions Prof. Consulting, Supplies, Electricity, & Plowing in Maintenance \$78K. Administration higher than this point last year because rent, taxes and parking paid earlier.

--\$140,000 in savings realized at end of FY 14, bring remaining deficit to \$79,000 as we enter FY 15.

--Savings realized through combination of cost cutting and portion of sidewalk café fees booked in FY 14, versus FY 13.

--Administrative costs high due to one-time payments, such as annual rent (paid in one lump sum)

- VI. Commission Action List. Commission reviewed its “Action List,” of projects and initiatives
 - a. Expansion of BID- Getting municipal credit applied to CSM operating must occur before CSM Commission will move forward with discussions/interest in expansion of the business improvement district. Commission will begin drafting a business plan with specific services that could be offered, and their costs. CSMC talked about a tiered fee structure, based on geographical distance from the Marketplace.
 - b. Marketplace Trespass Ordinance- BPD reported at recent City Council meeting that more than 80 individuals were trespassed since the ordinance was enacted, March, 2012. Still waiting Judge Pearson’s ruling.
 - c. Planned informational meetings with City Councilors were discussed. Content of meetings to include overview of our “Safe, Clean and Fun” mission, plus discuss initiatives such as possible expansion of CSM business improvement district.

Smoke Free Church Street Update

 - d. Commission discussed Councilor Hartnett’s proposal for a 24 smoking ban on Church Street, versus CSM Commission proposal
 - e. Commission discussed possible help from an organization like Democracy for Vermont, funded by private donations, to help manage public engagement and attendance of public meetings in support of a

proposed smoking ban on Church Street. Commission discussed the pluses and *minuses* of surveying our constituents about their opinions on a 24 hour ban. Staff will draft a survey instrument for review by Commission.

- f. Municipal Credit Update. At August 11 City Council meeting during CSM's annual report presentation, Councilor Jane Knodell recommended Board of Finance include on its agenda discussion of the Commission's rejection of the FY 15 budget, and efforts to pursue a credit from the city for municipal services paid by property owners through the property tax, but not delivered (snow and trash removal, electricity)

VII. Executive Director's Report

CSM Marketing

- a. Staff working with Select Design on "refreshing" of the Church Street brand; met with Tripp Muldrow, downtown consultant, re: auditing current marketing program and providing recommendations to staff, commission.

Update: Public Meeting Law

- b. Asst. City Attorney Gregg Meyer to be invited to September meeting to discuss new open meeting law.

VIII. Committees

Capital Improvements/Maintenance Update: Ron Redmond

- a. About seven years ago, City purchased an underground sidewalk vault at 123-131 Church (from Property owner Stephanie Pape). Above-ground surface had deteriorated such that water entering entrances of building. Fill in vault, resurfacing pricetag = \$20K. Commission discussed how to proceed, and City's responsibility.
- b. Discussion of Bank Street intersection, originally built in 1981, in need of repair. Much of damage created by City snow plows on brick surface over 33 years. CSMC discussed who should be accountable for funding repairs; that it not all be place on on CSMC.
- c. Proposal for a new banner district was discussed, that would encompass the Marketplace. South Winooski to St. Paul, Pearl to Main in area around the Marketplace. Designed to leverage CSM sponsorships. Additional costs for insurance, concerns about billboard laws and banner laws in the state

Merchant & Marketing.

- a. Fashion's Night Burlington set for September 12.
- b. CSM Quarterly Marketing meeting set for September 9 at 11 am at 29 Church, 3rd Floor conference room where we'll discuss 4th quarter plans, and plans for Q1/2015.

Municipal Relations/Futures

- d. Meeting with City Councilors in the future in smaller meetings with Commission members

Organized Chaos

- e. Data from July, 2014 zip code/postal code survey (of 60 retail stores in downtown) will be analyzed with assistance from Tripp Muldrow, and

compared with 2011 data. Muldrow to talk with Commission re: data in general and how 2011 data still relevant. Goal with the July, 2015 data is to analyze (via zip and postal codes) the degree of change that occurs in the middle of our high season, versus May and October.

IX. Adjourn