

**CSMC DRAFT Meeting Minutes**  
**Wednesday, January 15, 2020**

**ATTENDANCE:**

Commissioners: Jeff Nick, Linda Magoon, Buddy Singh, Lara Allen, Jed Davis, Lorre Tucker

Members of the Public: Melissa Desautels, Llyndara Harbour, Alex Bunten, Jeff Padgett, Jeremy Hulsey, Liz Hale, Kelly Devine, and Patrick Mulligan.

Staff: Kara Alnasrawi, Executive Director. Samantha McGinnis, Clerk.

**INTRODUCTIONS:** Everyone in the room introduced themselves.

**APPROVAL OF MINUTES:** December 18, 2019 Motion- Lara, Second- Lorre. Unanimously approved.

**PUBLIC FORUM:**

- Jeremy Hulsey discusses difficulty of having public restrooms in Ben and Jerry's
- Discussion ensues about need for expanded public restrooms in the downtown. Commission encourages Jeremy to bring the issue to City Council public forum.

**FINANCIAL REVIEW:**

- Buddy gives brief overview of where the organization stands on financials over the same time period in 2018. The Church Street Marketplace has currently spent 17k + more than in 2018 and is halfway through the fiscal year. Buddy says this bears watching, but he is not alarmed or concerned at this time.
- The capital reserve from the 2018-2019 fiscal year will be moved into 2019-2020 budget.

**HOLIDAY PARKING PROMO OVERVIEW**

- Alex Bunten (BBA) and Jeff Padget (DPW) present on the 2019 Holiday Parking Promotion results.
- Goal was to educate the consumer, support the vibrancy of downtown, and ensure plenty of parking downtown.
- Marketing was done through a large variety of channels, email, personal introductions about the program to merchants, visits to 150 businesses, signage directing traffic to College St./Lakeview Garage, expanded greeter program, printed and digital maps, and paid media outreach.
- Results: 1,800 employee one-day parking validations to the Lakeview Garage were handed out, 669 were redeemed. This was an increase in use over 2018 season.
- 7,000 merchant validation coupons for customers during weekdays for 4 hours of free parking at the Lakeview Garage, were handed out and 336 were redeemed. In this case, the consumer had already parked elsewhere, so these were being used for the next time the consumer came downtown to park.
- Saturday parking downtown was at 80% of capacity, which is up from 2018.
- Employee program utilized much more than customer program. Is the issue with consumer the product itself or the delivery of the product?
- Church Street Marketplace Commission is in strong support of free or heavily discounted parking for all employees at the College St./Lakeview Garage. Benefit to the consumer, who is looking for convenience, to free up parking spaces at the Downtown Garage. Interested in learning more about how to make this happen.
- Looking Ahead: DPW to do a trial offer of free evening parking at Lakeview Garage, monthly parking passes available for businesses from DPW at Lakeview Garage, validation platform being rolled out to first adopters, transportation survey with CATMA.

**CITY CAMPING POLICY**

- Jeff Nick attended a meeting with safety and security committee. Discussion of city camping policy within the City of Burlington. No update or changes to policy at this time.

## **EXECUTIVE DIRECTOR REPORT**

### **Hiring Updates:**

- Marketing Specialist/Administrative Support position has been filled. Employee will start in early February.
- Kara is working with human resources to create a new position to focus on events and fundraising.

### **Data Collection:**

- Program on Marketplace is up and running. 2019 saw 1.4 million visitors.
- Census: starting fresh in 2020. The Downtown Partnership formed with CEDO, BBA, CSM, Planning and Zoning will collaborate to gather data. They will use economics students to help with data collection. Fresh numbers to come!

### **Downtown Employee Shindig:**

- 1/22 at Halvorson's 5p-7p. Celebration to bring everyone together.

### **UVM Involvement:**

- Kara met with UVM earlier this week to discuss how the two organizations can work together going forward.
- Discussion of cross-marketing and helping to get more UVM faculty, staff, visitors down to Church Street

### **On Logic**

- Large local employer interested in sponsoring event(s) on CSM
- Interested in doing something on Marketplace tech related

### **Merchant Meeting Update**

- Review of January 9, 2020 Merchant Meeting. Covered: Events past and future, support of Shop Local with their events, Job Fair, Saturday vs Sunday sales.

### **Mardi Gras**

- Update from Magic Hat, this year will be very different than past years, will just be musicians in various locations along Marketplace but nothing on the street.
- Kara requested that they provide some security as event might turn into a "pub crawl"

## **ADJOURN**