

Montpelier Alive Board Meeting

Vermont College of Fine Arts

August 14, 2018

Present: Nate Hausman, Linn Perkins Syz, Sarah Jarvis, Liz Walsh, Jesse Jacobs, Joslyn Wilschek, Dan Groberg
Guest: Laura Gebhart

Meeting called to order by Nate Hausman at 5:30 pm

Dan reported that Dawn McCall is stepping down from the board. She will complete the ED Evaluation form.

Dan updated the board on the Langdon Street Alive request for help with watering the bridge. After the board voted last month not to provide any financial support, Dan had told Ward to let us know if there were ways that we could help. He had not heard anything from Ward. David has been talking with Ward about requests for next year.

Laura Gebhart, Montpelier Development Corporation

Laura reviewed the role of the MDC and its working relationship with Montpelier Alive. Formed as a result of a 2016 recommendation of the Economic Development Strategic Plan, the MDC has a board of 9 members. Their focus has been to increase housing stock and business and jobs in the city. It is a liaison between the community and development investors, helping them through the city permitting process, etc. She and Dan are working on a MOU about how MDC and Montpelier Alive will collaborate and divide tasks to avoid duplication of efforts.

Director Update

- Montpelier Alive is having a mixer at the Hunger Mountain Coop on Thursday, September 13th at 5:30.
- Dan requested that we make a donation to Christ Church with money from a concert that was rained out. The board approved a donation of \$250.
- Moonlight Madness will be October 19th.
- It was determined that we can move money from the Capital City Cash account which has been almost dormant over the last 2-3 years. \$10,000 of the over \$11,000 will go into the checking account.
- The Design Committee has chosen a design for the downtown banners from Surface Matters. Although approval is not required, they will request a "courtesy" approval from the Design Review Committee. They should be up within the next few months.
- The Wayfinding consultant is coming on September 12th to report to City Council and get final State approval. It was recommended that we could save money if DPW did the installation. Bill Fraser and Anne Watson support that idea, and will direct Tom for that work. The City will apply in the spring for a downtown transportation grant for \$100,000 to be matched. We have almost \$60,000 (\$35,000 from unused CIP money, \$9,000 from National Life, and the rest from DID).
- Dan is working on the DID budget for next fiscal year.
- There will be a presentation on the garage at City Council on August 22nd. Nate, Linn, Sarah, Liz and Jesse voted to support the garage; Joslyn abstained. We will discuss at our September meeting how we will publicly express our support.
- July 3rd was a success financially, showing a profit of \$12,580.
- Dan will ask the City to increase its appropriation to Montpelier Alive to \$30,000. Everyone agreed that we should continue to ask for an increase each year. Connor will work with Dan on the request and he will present sometime in September-October.
- Dan will use some DID money for promotion in the Boston Herald. He is also working with Waterbury and Barre on a section on central Vermont.
- Dan will be meeting with Steve Cook about a contest for an out-of-state promotion. It will include a 3-night stay at Capitol Plaza and \$750 in gift cards from local merchants.
- Dan shared a pamphlet that Waterbury has done that is distributed around the state. He would like to use DID money (Printed Materials) to produce something similar for Montpelier. He is talking with Ashlea Smith to see if she might be interested in working on it.
- Need help for mailing. Liz and Linn volunteered for Thursday, the 23rd at 10:00.

Committee Updates

Design: Did not yet met this month. Decided on banners, and will pursue them.

Fundraising: David not yet formed a committee.

New Mission/Vision Work: Dan presented proposal from the group. He felt that we needed more emphasis on the downtown in the language. Discussion followed about how far "out" our focus should be. The group will continue to refine the language and present it again next month. It led into discussion about the need to redo our By-Laws, and whether to just scrap them and start over, using the old ones as a guide, and not trying to edit every other section. Wider discussion at the next meeting.

Jon Anderson Proclamation

Jon is stepping down from the board; he has been a member since its inception in 1999. Dan asked Anne Watson and Bill Fraser if they could write a City Proclamation in his honor. They agreed. Dan will follow up.

Finances

Dan and Kate spent quite a lot of time getting the financial reports accurate. Adjustments were made; bottom line is still the same, but accounts better reflect how money is being spent. The revised budget should be approved by the whole membership. It could be done at a special MBA meeting. The board still needs to have a discussion about a reserve fund and investment goals.

New Year's Eve

Dan received a proposal from Linda Winter or Events R Us, for a dance/light show New Year's Eve at City Hall. They requested our assistance in finding sponsors and working to get the fee waived for the room. There was little enthusiasm for spending much time and/or effort on the event. We agreed that we would work to get the fee waived and we would promote the event.

By-Laws Update

The Executive Committee will start a revision/new document and present to the board.

Meeting adjourned at 7:15.