

Bristol CORE Meeting Minutes

March 21, 2018

Present: Ian Albinson, Kelly Hamshaw, Carolyn Ashby, Valerie Capels

Guests: Melissa Hernandez, Aidan Lenihan

I. Call to order: 9:00 AM

II. Scheduled Appointments.

A. Melissa Hernandez re: discussion of **business move on Main Street** and project suggestions: Hoping to move to 1 Main St (Green Mt Shoe), Revolving Loan Fund meeting scheduled for next week. Will give her about 500 more square feet. She and Ian had been looking at the former thrift shop space, but there are complications with that (ownership limbo, physical condition). Scott at Green Mt ready to move any time, so shifted focus to that space.

Melissa planning to expand art supply selection, use fitting room as music teaching space or instrument try-out area. Would also like to have a mini-stage for music and things like open-mic poetry. Reasons for moving: space, layout, building condition (water specifically).

Melissa also brought up something that she'd like to see happen in Bristol -- a Poet Laureate position/program like Shelburne has done. They did it through the Selectboard, but she's thinking Core would be more streamlined. Put together a committee, include Library; maybe all five towns? Shelburne provided a \$250 stipend for a 2-year term; events and readings, poetry published on town website and in the town report. Folks submitted letter of interest and portfolio to committee. Maybe something to bring to Five Town Friends of the Arts? Carolyn suggested talking with Karla Van Vliet who is organizing the poetry readings at Art on Main.

Timeline: Hoping to start moving first of May and be open for June, before the Downtown Conference and Pocock. Also mentioned that she'd be happy to have her jam-band folks offer an "after-hours" event on Pocock. Ian mentioned that Welterweights will be at Hatch after, and it would be great to have another venue, too. Revolving Loan meeting will be on the 27th, decision will be made at that time, and then five weeks to funding disbursement. And then work out the lease, be specific to really nail Scott down, currently \$1800 for 1800 sqft. Vetting movers and pricing. [Was in first space for three years and four in this space.] Has friends who will do some of the interior construction, taking down the wall she doesn't need. Brief discussion of steps, access, ramp, feasibility issues. Window lettering and signage. Adding a second name? The group pointed Melissa to Kris Perlee, Zoning Administrator, for permitting, etc. Discussion of signage, awning.

Aside: the other person who had been talking to Scott was Katina Ready (lawyer, currently on second floor). Ian will be suggesting Gregg Marston's space to her. A bit tricky, doesn't want to take someone away from Main St, but if she is looking to move, then we're just providing options for her.

Another aside: Businesses not clearing their sidewalks, or empty spaces that the landlord doesn't clear. Some folks do a good job, some don't do it at all. Aidan noticed that at some point this winter, there was different equipment doing the clearing that did a

really good job. Valerie mentioned that they did have a breakdown and had to hire another company to do it, so that must have been theirs. Aidan noted that the town is using the old, 80-year-old plow and bought a new tractor to fit it rather than buying new, modern equipment that clears more efficiently. Ian asked if that could be something to be brought up during new Road Foreman hiring process? Modernizing the equipment, ie what Middlebury has.

ALSO: Pomerleau's parking lot, snow being cleared in a way that is blocking town drains, sometimes into the sidewalks, creating blind spots. Possible that work is not being done to Pomerleau's specs, and they just don't know (Melissa told story about mowing not being done right, and they fixed it asap).

AND: question of who is responsible for sidewalks, particularly in terms of liability, Scott has been told different things, so it's not clear. Valerie suggested that we invite the new Road Foreman to our meeting in November to have this discussion.

B. Aidan Lenihan re: update on **Pocock Rocks band selection**: Sent updated pdf to Ian with budget, what is booked and what is available. Trying to keep line-up musically and culturally diverse, and also have bands that are doing original music not covers (or not all covers). Steady Betty, all-women, reggae. Starline Rhythm Boys will be back, it's their 20th anniversary. Looking for opening, singer-songwriter. Closer is the biggest priority right now. Trying to get Kat Wright -- has played at Zeno Mt Farm, so trying to connect via the Halbys. She'll be expensive, Carolyn suggested asking the Halbys to help with that. Melissa brought up whether we're having a folk act, particularly Michelle Fay. Carolyn and Aidan both noted that she has played multiple times; Aidan trying to limit the number of return acts each year. Ian noted that the opener is the slot for folk. Adjusting timing so more people will have accumulated for the opener. Both Ian and Aidan emphasized wanting a strong opener and invited Melissa to send suggestions directly to them. Kelly asked about Patrick Fitzsimmons; he's another who would be a repeat. Ian was contacted by a Canadian duo, HuDost, will pass it along.

Re-mention of Melissa offering a jam session at her new space after-hours. Carolyn noted that having that, along with Hatch, would be really helpful when clearing up and needing to move people off the street. Aidan says it'll be good to have two after venues at both ends -- after the East end closes, everyone will just head to Hatch, and then when the West stage closes, people can just go straight to Melissa's. He also noted the up-and-down dynamic that happens on Tuesdays with Taco Tuesday and the Welterweights -- folks have dinner up at Bobcat and then wander down for music, or start with Tacos and wander up the street for beers, and then back maybe. [digression about T.T.]

Aidan's goal is to keep the budget slim, set a number and get 6 bands to fit into it. Will talk about the Mad River Light & Sound budget later. [digression about MRLS]

III. **Approval of minutes from last meeting February 21, 2018**

IV. **Open issues**

A. Board Members: Ian has almost got Carolyn Dash (conservation commission) to join up. Aidan is tricky, but still working on him.

B. Local Community Initiatives: one of her students needs extra credits, so Kelly suggested having her finish off the Main St Makeover project. And the other group is

being worked on. Kelly is wondering if it's turning out that early classes getting larger (dept has gone from 50 to 500 in the last 4 years) is resulting in seniors not being as prepared as she expects them to be.

C. Capital campaign: two weeks left, only \$390 away from \$5k goal. About 30 individuals and mostly businesses. [Wow!] Ian has been sending out email and FB updates weekly, following up with prior donors and some new. Kelly promises that if she and Scott is not already on the list, they will be good for \$50.

D. Pocock Rocks: Music is looking good. Vendors -- 7 alcohol confirmed, 3 activities (puppet show, bouncy house, Natl Guard but not the climbing wall sadly - let them bring whatever she is able to keep a game option and keep them in the loop), 5 food, 3 retail. Carolyn suggested new food, Haymaker Buns. [digression about Green Pasture Meats -- Kelly noted that she'd love a butcher shop in town, misses Mt Greens for that, Carolyn for fish. Valerie noted that a valley shop just opened a second location in Stowe; she'll talk to them about whether they'd be interested in coming over the mountain?]

Food: Mo's BBQ, Mediterranean Mix, Farmers & Forages, Will's Lemonade, Farmhouse Chocolates. Reaching out to Lucky Star. Rainbow Ice, usually responds fast, but hasn't. Thai at Home, [something I couldn't understand], Jolly Donuts, Tomgirl Juice Co, Apis Kombucha, Sweet Greens, Lazy Farmer. Carolyn suggested Hired Hand, for food, though Ian was thinking beer. They are signed up for beer, but not food at the moment. Ian will ask.

F&F will do food, but we declined the bar again due to feedback from last year.

Not doing photobus again, too expensive. Maybe the Rec Dept could do something?

Vermont Federal Credit Union was a \$250 donor last year, but this year said they'd like to do a \$3000 stage sponsorship. Heritage committed to \$2000. Ian thinking about offering VTFCU the bigger stage (for \$3k rather than \$4k) in trade for committing to next year, as well... SunCommon, Neat Repeats both doing \$500 again. With those first two, it's more than we've gotten before! Kelly asked about VCF grants; we've decided not to put energy into grants, focussing rather on the business sponsorship.

V. New business

A. Main Street Flower Baskets: Ian's got all the sponsorships for that already, may actually be over. May need to ask contributors if they'd want to be general donor or come up with something else -- like maintenance to fund. Aiden will likely be watering again. Will connect with Ed at Rockydale about planting, usually happens in April. Baskets go up toward end of May, definitely before the Downtown Conference.

B. Reel Film Fridays at Lawrence Memorial Library: new project Ian initiated with the library, grew out of conversational discovery of Tom Telling's collection of 16mm films. Library has a blanket license and can show anything. Ian finagled the right projector, borrowed RecDept sound system, and popcorn machine from Carol. First showing last week, about 12 people. Can probably fit about 20 people. Will keep doing until it gets too nice out.

C. CLG (Certified Local Government Program): discovered in conversation with Caitlin Corkins. Colleague Devin Colman works with the CLG, which is a national program with money to offer for projects. Funding can be used for all kinds of things that are historic preservation related. Seems like something we should propose to the town. Caitlin and Devon are willing to come to the Selectboard about it. Valerie fully supports it, used to be on CLG committee over in Waitsfield.

Discussion of historic housing tours. Valerie had a detailed handout, Carolyn mentioned the one she helped put together a few years ago that should be in google drive, Kelly has a book. Valerie asked about Acadia town book series, wonder if that might be a CLG grant project? Carolyn noted that Historic Society did do something several years ago, rather dry. Acadia books tend to be more photographic. Historical Society does have lots of other things they'd like to do that would be good for CLG grants.

One of the best things about the grants is that the matching funds can be in-kind volunteer time rather than cash, which makes it much more do-able.

Also, Ian thinks it might be good along with C&D coming down for the Selectboard to get a refresher on the Downtown Designation before the Conference, so they'll be up to date if people are asking them about it.

D. Bristol CORE draft website (www.bristolcore.org/wp): Has been on Ian's wishlist for ages to have a site that is more organizational than just general marketing like discoverbristolvt. [Nifty slideshow of first draft site.] Current Nav includes: About, Projects (completed, current, future), Events, Resources (things like space for lease, ec dev contacts), Contact, Calendar, Donate. Calendar imports from FPF, and we can add our own if we want to, can then also be used over on discoverbristolvt. Carolyn requested that our big signature events go to the top of the list; currently in date order. Maybe split out into signature and ongoing community; thought being that those are ours, branded Bristol CORE events; and then there are other things that are collaborative, smaller, ongoing. Valerie asked about Harvest Fest; that's Rec Dept and not a collaboration. Main Page with nav, slider (can be populated with whatever photos we want to highlight), FB links, Marianne Eaton's video (will need to ask her about usage).

About, Board of Directors (will request pics and bios), Participate, Donate, Supporting Partners (donors above \$250)

Projects (will go to main grid with images of all projects in alphabetical order), Completed, Current, Future. Each has its own individual page, too. [digression about Trails Network site, Ian is working with Porter on a new one] Took strategic plan to populate future projects, with tabbed areas corresponding to the plan sections. Aiming for detailed as possible when people have questions, but easy to navigate. Maybe we add a tab that is "how to help" and have that link back/forth to Participate page.

Events. Could also have tabs, will have slideshows.

Space for Rent

Ec Dev, pulls from our own resources as well as state resources. Kelly suggested Working Landscape grants program (John Monks got funding that way).

Calendar creates its own little event that you can add to, different views

Aside: Valerie asked about Twitter? Yes, we do have an account, it's just the time to maintain different social media accounts. Need to figure out effective way to utilize that (also instagram, facebook). Carolyn wonders if we have a Twitter population? Valerie says she's hearing that people are switching from FB to Twitter.

Other things that may go on site: News page for announcements, Meetings & Minutes, 2016 renewal details. Carolyn suggests a Reports & Minutes and the renewal could go there, along with the annual reports to the town. Could go under About. Kelly mentioned that it would be fun to have some kind of infographic.

E. NEW: Carolyn visited the National Main Street site to see the new changes, etc. and printed out the gist for everyone. It still emphasizes the four points, but the fundamental components of new approach are inputs, transformation strategies, and impact. IE, focusing on housing would be a transformation strategy, or elders or agriculture or arts, etc. Kelly asked about the Membership cost, maybe she could get one through UVM. Carolyn didn't investigate that too far.

F. Brief re-discussion of the Poet Laureate thing. Carolyn suggested that it would be very much something for Five Town Friends of the Arts. Ian wondering next step? Do we organize a meeting? Carolyn points out that we need to make a decision on whether we want to be taking that on or does the onus need to go back to Melissa? Concern over getting spread out into lots of tiny things... Will need to revisit.

VI. **Next Meeting** – April 18, 2018

VII. Adjourn.