

Bristol CORE Zoom Meeting
Prepared by Taylor Welch
June 4, 2020

Attendees: Ian Albinson, Taylor Welch, Valerie Capel, Kelly Hamshaw, Aidan Lenihan, Meridith McFarland, Maura Donnelly
Guests: Rob Carter, Melissa Hernandez

I. **Call to order: 8:36 AM**

II. **New Items**

a. **Bristol Promotional/Recovery Events**

- Melissa suggested the “Shop Local, Keep Bristol Going”. Construction increases the hit to local businesses. There is still parking available downtown but people aren’t utilizing. Doing a week of increased promotions and encouraging folks to come down to shop. A week as opposed to a weekend to spread out visits. CORE’s role is mostly promotional, focusing on posters, communicating with stores, getting raffle tickets.
- Have a raffle during the event as well. When you make a purchase you get a raffle ticket that people have to hold on to so it’s contactless. Raffle be help via Facebook live.
- Could post numbers at stores so people can come in and see and allows for folks without tech to find out if they won.
- Maura suggested adding a component of supporting others – people can buy something to donate to an organization.
- Aidan suggested banner/signage downtown once some of the already existing signage has been reduced. Potential message is “Rebuilding Bristol” – Kelly mentioned that rebuilding Bristol is a more severe message than needed, instead make it more upbeat
- Discussed Vergennes approach to an event around increasing traffic downtown and how it relates to Bristol’s plans.
- Rob mentioned coordinating with other towns around their renaissance efforts so there are events going on different weekends and the events can support one another.
- Melissa asked for CORE to start posting, encouraging foot traffic downtown now. We discussed the limitations currently regarding spreading information
- Kelly has student who is available to create content for the community and stores in town.
Meridith suggested using a QR code to bring folks to CORE page.
- **Bristol Harvest Festival** – Will not happen as we know. Too many people in a small space. Instead of everyone on the green we spread out the Harvest Festival throughout town. Collaboration with all resources in town in order to spread out events and make it a successful event. Looking for buy-in. Will occur at the end of September, will potentially be cancelled in the case of a spike. Timing, struggles, complications were discussed.
- Taste of Bristol came up and modifying the structure for how it could be applied during this time. Close down main street, put tables outside, spread out.
- Using the Taste of Bristol in place of Harvest Festival and use it as venue for incorporating all the aspects of Bristol, Food, shopping, trail network.

- Maura mentioned using a scavenger hunt concept.
- Issue – Even if we spread it around and close off main street there are still a lot of people being invited into town and increase risk to the community. Melissa, Maura, and Ian discussed collaborating in order to have a night where stores stay open later. Some issues were discussed around the fear factors associated with browsing local shops.
- Rob mentioned the new programs to increase the ecommerce and the state funding about buying local.

b. Reader's Digest and Bristol, VT

- i. Deadline passed, will keep on radar for next year.

c. FRS Community Grants

- i. We would submit grant to WCVT And then they submit grant.
- ii. Business and economic development. Business online, Bristol co working – high speed internet and new telecommunication and video conferencing tech. Ian and Kelly will continue to communicate about grant.
- iii. Creating a Google group or thread for local shops to connect and collaborate.

III. Current Items

a. COVID-19 Discussion

- i. Mandatory mask wearing discussion. Town does not have the mandate currently but stores has rules. Maura mentioned how she would like to have the town have a mandate.
- ii. Having the town spread the information and expectations through a “Care about your neighbor, wear a mask”. The town can say they recommend mask wearing.
- iii. Taylor will ask Diane the Health Officer to communicate with Champlain Farms to ask them to start being better about masks.

b. Main Street Online

- i. Downtown websites – Two are live, Vermont Marketplace and Recycled Reading. Ray will continue to make others. CORE will continue to support him as they figure out who they want to approach next. Art on Main is going in a new direction for marketing. Having a “how to use Facebook/social media” webinar or training for local businesses. Working with the Chamber or CORE hosts a workshop on it. Kelly is going to reach out to Center for Women Entrepreneurs.
- ii. Shops can work together to try use the different skills at their disposal specifically around legislature and PPE. Kelly recommended working with local banks around PPE.

c. Addison Country Recovery Team

- i. Valerie attended the latest meeting where the Governor's COVID relief package was discussed. Suggested Ian speak with Middlebury/Vergennes on their efforts.

d. Intersection Plantings

- i. they need weeding and a budget for 2021 will be determined in next meeting.

e. Financial Statement

- i. coworking is losing money, Waitsfield telecom gave stipend for internet.

f. Coworking Space

- i. Some are closing around the state, some are treating the members like employees. Ours has 2 people using the space, there is no PPE or cleaner

currently, the responsibility is on the members. Want to start promoting space, going to clean, people are well spread out in the space. Encourage members to schedule when they will be using it so people know when it's safe to use/know when to go in.

g. Town of Bristol

i. Main Street Lighting & Sidewalk Improvements

1. Valerie reached out for updated schedule of the Main Street project.
2. Ian noticed one of the bases for the lampposts got chipped, he is going to send a picture to them to have them repair it.
3. Project is moving along quickly and seems like it will be done much sooner than the end of October.
4. Valerie is going to ask for a weekly construction meeting.
5. Some store owners asked about doing 24 hour work, 2 crews day/night. Chris said that is not necessary because of how quickly they are moving and working at night is easier.
6. Discussion about old Main street lights and how they should be used now. Selling? Biding? Giving away? More discussion will come from Selectboard.

ii. Bristol Pedestrian Path Scoping Study

1. Sidewalk from Airport drive to Lovers Lane. Collaboration with several organizations and businesses that would have the sidewalk go through the properties.

IV. Board Roundtable Discussion

- a. Ian mentioned time constraints and concern for how much energy and time he is able to commit to CORE. He is having thoughts about stepping down. Exploring options for division of labor and being able to accomplish more. Kelly brought up making it over the hump of the recovery and then really exploring how to adjust Ian's responsibilities to make the time more manageable. Discussion around budget aspect of the position and future conversations about increasing the amount of money to offer the director. Ian is going to get the budgets from Vergennes and Middlebury collective to see how they are structured and how the directors are paid.

V. Adjourn.

Next Meeting – July 2, 2020