

Bristol CORE Board Meeting
November 12, 2020
Minutes Prepared by Kelly Hamshaw

Attendees: Ian, Maura, Valerie, Meredith, Alicia, Taylor, Kelly

A. Bristol Promotional/Recovery Events

- "10-Day, 35K Giveaway" – Things are going well from the Main Street businesses' perspective with 11 businesses participating. Trying to keep bumping the promotion on CORE social media accounts. \$500 has been re-deposited in the bank from local businesses.

B. December Events/Decorating – Since last board meeting and conversations at the Business Coffee and Chat, we had planned to keep the events as scheduled but scaled back. Concern over numbers. Chocolate Walk will continue with adaptations.

Recreation Dept is holding course on hosting outdoor events on each of the Friday nights as long as schools stay in session.

Your Home is aiming to host an Open House on 11/20 – get as many people into shop now and could be closed in a month. Still supportive of Chocolate Walk as a way to get as many people into the shops as possible. Maura is thinking about having chute for distributing chocolate. Develop posters with consistent language and recommendations. Ian shares that Melissa has concerns as a single store owner.

Taylor suggests investing in Facebook advertising to support #shopnow, #shoplocal, #shopbristol. Ian and Alicia will collaborate on developing a logo to promote the local initiative. Perhaps do a walking video tour of different shops.

For Lumen, the ELP Program would make the lanterns for local shop windows and move the event to third Friday night. Thinking about visual decorations for the new lampposts. Meredith is working on the SD Ireland and the horse wagon lights.

Christmas/Holiday Lights Competition – Bristol Recreation received a suggestion. BRD will coordinate with developing a map and guidelines.

Decorating for the Downtown – hanging the Christmas lights on the lampposts. We usually do wreaths for Holley Hall, the gazebo, and the Treehouse. No garland the last few years but perhaps focus on adding a lighting element to the belltower. We would need to be able to use a plug via an electrical cord. Meredith bought rope light with solar. Use the lights from the lampposts on Prince Lane. Ian will give Meredith a key to the storage area. Aiming for the 25th. Ian will make sure that all the gear is organized and Ian will order the wreaths. Ordering some additional smaller ones for the gazebo.

C. Financial Statement

- current profit and loss – see attached report. Highlights include some loss in the co-working space, receipt of the \$10K Regional Marketing grant, and movement of the radio ad buy with checks coming in from local businesses.

D. Coworking Space

- Status update - new person starting a dedicated space in Dec. Ian did talk with Barb about not committing to a full year with maybe a sixth month lease and see some more advertising. The owners recognize that it's a difficult time to rent office space during the pandemic. Prices will remain the same with month to month flexibility. Ian will continue to support this effort during hiatus.

E. Executive Director Hiatus

- Ian is finding that he's doing too many things right now and will try to get us through to the end of the year for just a few months. On a week to week basis there's not a lot of duties in terms of management. Valerie asked for a copy of the job description. Ian suggests that the board needs to discuss what the future of the position and its funding stream. Level-funded at \$10K contributions to the downtown organization.

-Valerie recognizes that we need to update our strategic plan. Ian has asked Carolyn Ashby if she is interested given her involvement in the organization over the long term.

-Maura expresses gratitude to Ian for his service. Maura would like to learn more about the downtown designation process. We'll invite Gary to join us for next board meeting.

F. Town of Bristol

1. Main Street Lighting & Sidewalk Improvements – This project is wrapping up. Walk through completed this week to sign off on the project with few minor issues to be remedied. Some complaints but it was a complex project with many moving pieces. The state VTRANS contact was very calm throughout the arc of the project. Weekly updates were thorough.

2. Valerie shares that the public works site analysis is underway. More to come as this progresses.

3. The Stony Hill Business Park is moving forward with Housing Vermont/EverNorth with exploring purchasing the property with permit-ready status to develop the housing. Announcements to come in the future about the Business Park. The space behind the Fire Station could be available for a community center if the police station moves to the public works property. Valerie is working on developing a full capital improvement plan. Basin Street project not funded but Valerie had a good debrief with the team and will be aiming towards another grant program.

4. Meridith shares that the partnership with the Recreation Club is going strong and kudos has been prolific! Dan Forest is helping re-surface the pump track. The Hub has been open and just reduced the capacity to 10 visitors and will remain open for as long as possible.

5. Ian encourages board members to loop into the MAUSD future planning conversations.

G. Board Roundtable Discussion

Next Meeting – Dec 3, 2020

III. Adjourn.