

Bristol CORE Board Meeting Minutes

January 14, 2021

Prepared by Kelly Hamshaw

Attendees: Ian Albinson, Kelly Hamshaw, Meridith McFarland, Valerie Capels, Maura Donnelly, and Alicia Standridge

A. Executive Director Search –

- Process beginning to re-craft the position description. Kelly created a Google spreadsheet for rating essential functions and duties to help us refine ED position description as well as identify tasks board members could potentially tackle. Link with editing permissions to the spreadsheet: <https://docs.google.com/spreadsheets/d/1w7qXbtmospw6593im-roYo9znemeQWRSCE1Hz1quJEY/edit?usp=sharing>
- Ian and Valerie met with Gary Holloway to check in on 4-year designation process. They discussed with Gary that we're heading more in the marketing and promotion direction going forward and supportive rather than having the four elements of the Main Street approach. Gary suggested keeping an emphasis on "softscaping" activities such as flower baskets, historic preservation, and placemaking. We also discussed shifting CORE's economic development to more business support and resource connections—especially since storefronts are full.

B. January–March Promos –

- Ian has hired Sarah Audette as a marketing consultant for 5 hours/week for 3 months to develop campaigns for the downtown. See details in the scope of work included in Ian's last email. We have reserved \$1,000 of Bristol Bucks to support the marketing campaign. Will start with more general campaigns in January. Ian has reallocated his salary while "on hiatus" towards supporting the marketing consultant role starting in January. Kelly suggested looking at content from the Jumpstart Bristol work an intern did this summer to help Sarah get started.

C. Fundraising 2021 –

- Ian will re-purpose the Annual Report into a fundraising letter that will be sent out. Typically try to raise \$5000 each year. Kelly has offered to help with editing and suggests adding in language around staying tuned to CORE's social media channels for upcoming promotions and events.

D. Financial Statement –

- Current financial reports submitted via email to the board on 1/13. Some highlights included movement in the Bristol Bucks account reflecting increased circulation due to the \$35K giveaway and the holiday season. CORE was able to generate \$145 over in profit over this most unusual year. Valerie asked if CORE has the ability to keep track of our reserves, which currently stands at \$18,992. Looking into a different report format for that purpose. Ian will purchase Quicken subscription for CORE for online application as he has been using his own

subscription to manage the recordkeeping. Quicken records back to 2016. Need to work on projected budget and perhaps consider a Treasurer position for the board.

- 10-day \$35K Giveaway Update – Out of \$11,600 gave away, \$6,500 came back. Redemption rate from Middlebury is less than Vergennes. Great success. Ian tracks the serial numbers for the Bristol Bucks that was distributed. When it comes in, Ian can sort and identify where it came from. Unable to track right now where the currency was spent. Reporting from \$35K Giveaway is complete.

E. Coworking Space

- Status update – Ian signed the new lease for 4 months – same terms as the last two leases. Still promoting each week. Ian is looking for folks who live in other 5 towns.

F. Board Roundtable Discussion

- Likely not able to host Pocock Rocks! Given current vaccination rates and too many unknowns. \$3K sponsorship from VFCU from next year could likely be saved for following year.
- Monday's Selectboard meeting: first public meeting to unveil the Stony Hill Business Park. Town will end up owning the road and sidewalks (all covered by grant dollars). Eric with Public Works has reviewed and signed off. All Earth Renewables will be the dedicated tenant. Shovel-ready housing project – non-profit housing developer is interested. Permitting can start once Selectboard signs off with goal of breaking ground in late summer and early fall. Housing component will be coming forward in February.

Next Meeting – February 11, 2021

Upcoming Agenda Items

- Executive Director Position Description progress
- Bristol Rental Survey
- Main Street Flower Baskets