

Bristol CORE Board

Meeting Minutes
February 11, 2021

Opening

The regular meeting of the Bristol CORE Board was called to order at 8:32 AM on February 11, 2021 in Zoom by Ian Albinson.

Present

Ian Albinson, Valerie Capels, Maura Donnelly, Aidan Lenihan, Alicia Standridge, Taylor Welch

Open Issues

- **January-March Promos**
 - Campaigns – January Thaw
 - Not a ton of increased sales
 - Morning of sale announcement doesn't allow folks to track the sale or plan
 - Love Local Campaign
 - Great idea, giving away money
 - Restaurant giveaway
- **Fundraising 2021**
 - Letter is done, envelopes are ready
 - Just going to print everything, Kimball's will fold, and Ian will stuff.
 - Discussion about how to ask for money
 - Continue to compartmentalize asks, people want the plaque for the flower basket and the general support is general support.
 - Should we recognize or address the folks that donate for the flower baskets be recognized publicly, or be asked separately about how to move forward?
 - Include names in letter
 - Ask if they want to be asked separately for general contribution
 - Not ask them at all?
- **Financial statements**
 - Flower baskets currently in negative but will level out
 - Profit/loss
 - Net worth
 - \$26,513.59
 - Budget
 - Decided to not move plan Pocock for 2021.
- **Coworking Space**
 - 3 dedicated/2 shared (1 is core)
 - Person came to look at space who just moved to town, interested in dedicated space

- Email from another new person
- Barb Carter is helping to promote the space.
- For folks who are using the space they are policing themselves in terms of mask wearing but seem to be managing well and seem comfortable.
 - No one reports problems
- **Executive Director Search**
 - Break the high priority job responsibility's up among the board to folks who want to prioritize them (Ian planning Pocock rocks as a board member)
 - Have someone be treasurer who manages the budget and financials, have a secretary
 - Hire out the media or marketing instead of board or ED
 - Figure out board roles in terms of tasks (like treasurer, events, secretary)
 - Focus more on events, beautification while town focuses on infrastructure
 - Next steps?
 - Figure out duties of board?
 - Treasurer
 - Financials
 - Secretary
 - Notes, recording, keeping track
 - Chair
 - Organizes Board
 - Vice
 - Marketing, Accounting, business relations
 - Group list but themes, tasks, and roles – what should the ED be doing and what things can the board do.
 - Meeting for ED (Alicia will spearhead the endeavor)
 - Weekly meetings going forward on Thursdays at 10:30 AM
 - We could pull someone in to help organize the board as there are people who have that as their job.

New Business

- **Flower baskets**
 - New flower baskets will be hung on the arms of the new light posts starting in June thru September
 - Typically, 14 on main street, 4 on Prince Lane
 - New lampposts – potentially 36 baskets – need to reduce the number in order to make it affordable and do-able with watering
 - No baskets on Prince lane
 - Baskets on main street online: 28, \$175 to sponsor 1 basket (18 are accounted for)
 - 17inch, ordered from Kinsman, delivered to Rockydale
 - Each basket has a 4x3 plaque with name of business
 - Water issue is being addressed with water granules and a water catch to try to help with more consistent watering
- **Intersection Plantings**
 - Originally put in with the idea that the town would manage them.
 - The question has been raised that CORE should take them over, but CORE wants the town to be responsible for it.

- Originally a plan made by Claire Tebbs and they were planted when first put in but due to the “zero maintenance” approach from the town things started dying after snow, salt, and general issue
- CORE would work on plan and help with watering as they will already be watering the flower baskets.
 - Partner with Green Up Day or Peace Gardens?
 - Peace gardens works with Schools plant bulb in the fall and check them out in the spring- follow same pattern to help promote grants.
 - Focus on native pollinators for educational purposed and to improve local botanical growth.
 - Grants are coming up- AARP and Building Places, place making town could apply to make plans, budgets, long term plantings
 - Diversify what we offer through using the different spaces – maybe a zen garden or something interactive and interesting
- **Addison County Broad of Realtors (ACBOR) financial gift/grant**
 - Email came in that they wanted to make a financial gift grant and they want it to go to economic development
 - Originally approached wanting to support a new business or an expanding business
 - We don’t really need that
 - Ian proposed the pop-up parklet
 - Original idea got squashed because the bank didn’t like it, but now after Snaps used it there is evidence that it would be successful and safe.
 - Questions about Cheri’s plans to use the road for dining again this summer, if that’s the case we could support it and utilize some of this money for Beautification
 - Maybe use the money to support the hand off of Yarn and Yoga, Kimball Office Services, Hatch 31
 - Discussion About Hatch 31
 - Probably won’t open
 - Maybe bowling in the basement?

Roundtable Discussion

- **Board Roundtable**
 - Discussion about assisting retail shops outside the downtown.
 - Updates on Almost Home space
 - Caspian Pop-up
 - Tandem pop-up and feature in Seven Days
 - How to make it more known that CORE is a supporting agency
 - CWE
 - How can CORE support new business
 - Focus on communicating with other businesses about the new businesses
 - Position CORE as the networking and resource directory
 - Retail Marijuana

- Will likely be coming down in the next while. How will we be presenting info, supporting businesses.
- Any businesses that want to sell retail should be actively participating in prevention campaigns.
- Town meeting
 - Zoom informational meetings and voting day

Adjournment

Meeting was adjourned at time by Ian Albinson. The next general meeting will be at 8:30 AM on March 11, 2021, in Zoom.

Minutes submitted by: Taylor Welch