

CSMC Meeting Minutes
WEDNESDAY, October 16 , 2019

Commissioners: Jeff Nick, Linda Magoon, Sarah Beal, Lara Allen, Jed Davis, Mark Bouchett, Lorre Tucker.
Stakeholders: Llyndara Harbour, Melissa Desautels Staff: Ron Redmond

APPROVAL OF MINUTES - September, 2019. Motion. Lara. Second, Linda. Unanimously approved.

Public Forum: Kelton Bogasky, Casella Waste Management, provided an update on the trash sort on Church Street and trash and recycling compactor project.

CHAIR's REPORT

- Jeff met with new CEDO director. Marketplace concerns re Parking. Complemented Jeff Padgett.
- Shop Local Survey from the retailers. Parking is the main concern. Bad behavior #2. Bathrooms, loss of mall, parking spaces lost at CityPlace. Tourists, loyal customers.

FINANCIAL REVIEW (**5 MINUTES**), FY 19 and FY 20 update, Redmond. No action taken. \

DISTRICT 2030 PRESENTATION (**15 MINUTES**), Jeff Nick and Jenna N. Antonino DiMare, Director, Burlington 2030 District Overview of program and participation by local property owners. 26 property owners participating. City-wide effort. Voluntary initiative. If we don't do this ourselves, the City and State will force it upon us. Let's be proactive. Reduce carbon footprint, increase energy efficiency. Benefits. Free technical assistance from team of engineers who provide complementary energy benchmarking, for example. Helpful for business and property owners to understand how their buildings are performing.

HOLIDAY PARKING UPDATE/BROOKFIELD SUPPORT Kelly Devine, BBA; Jeff Padgett, DPW.

- Parking system update. Migrating to new parking system
- Brookfield funding for 2019 Holidays. Advantage is we have more time this year versus last. 50,000 for advertising and promotion of downtown businesses through CEDO office. 72,000 through DPW.
- Bank Street entrance continues to be a challenge. More and more traffic on our interactive map. Done some social media promotion. 25 hits on interactive map over a week's time
- Wayfinding signage needs to be more robust Greeter program received positive response.
- IDEAS.FOR THE HOLIDAYS. Upgrade the Greeter Program at Bank Street. Looking for CSM to help financially. Start on the Saturday before Black Friday ParkMobile promotion no two hours free.
- EMPLOYEE PARKING. Want to incent employees. One day of free parking with a promotional code. Businesses can offer it to customers and employees.
- MONDAY TO FRIDAY – four hours free in Lakeview. Get the code from a merchant.
- ROBUST SANDWICH BOARD SIGN PROGRAM with decision making information. Adopt a sign program.
 - POINT OF SALE INFORMATION to direct people to the interactive map.
 - \$4 for eight hours of parking?

PREPARATION FOR 10/28 PRESENTATION TO CITY COUNCIL, FY 19 Annual Report

ADJOURN

