

**Church Street Marketplace Commission Meeting
Wednesday, November 19, 2008**

COMMISSIONERS: Jeff Nick, Lara Allen, Joe Carton, Celia Daly, Robert Fuller, Dan Latcheran, Buddy Singh, Dan Smith and Lorre Tucker

VISITORS: Rebecca Ryan (American Lung Assoc of Vt), Jamie Leopold, Brant Dinkin (Blue Map Travel)

STAFF: Ron Redmond, Pat Rideout, Becky Cassidy, Claudette Foisy and Mimi Gutchell

Meeting called to order at 8:03 a.m.

AGENDA & MEETING MINUTES: Agenda was distributed. September meeting minutes accepted and approved. The October meeting was cancelled.

PUBLIC FORUM

- A. Jamie Leopold discussed concerns of Barrett's Tree Service's idling diesel trucks, while hanging holiday lights on the Marketplace and the resulting health issues and concerns. JAMIE suggested using an electric or natural gas-powered lift (not diesel). RON explained how Barrett's diesel-powered lifts are more effective and cost-efficient. JEFF said issues to look at would be 1) need to look at pollution, 2) solution the problem and 3) hang lights. REBECCA showed particulates diagram. ROBERT suggested shutting off the vehicle once up at the desired level then on again as needed? BUDDY wanted to look at new decorating ideas in the future – budget issue. CELIA said that if this is not resolved at today's meeting, it will not be dismissed. PAT mentioned that the Marketplace requires anyone on the street (working contractors) just use electric or natural gas powered lifts. The lights are up higher this year to be able to recover them for future reuse. RON said that we can take photos and will revisit and regroup on this issue.
- B. Brant Dinkin gave brief overview of his company. Request is to make improvements to the seasonal kiosk he brings to the Street (high season) – improvements designed increase visibility for person working in the kiosk. JEFF asked if Marketplace can have a say on the advertising in/on the kiosk? CELIA didn't want to have advertising of competitors. We would rely on Brant to monitor this activity. RON - the license agreement does not address this. Brant looking to install a video screen/monitor on kiosk for customer use DAN-L feels motion less cumbersome.

Motion: Robert Fuller- Approval to install monitor with design uidelines to follow

Second: Lorre Tucker

CHAIR'S REPORT

- A. **Green Street Initiative.** DAN-L asked about the percentage of recycled vs. trash? It varies on the season. 10 yd Dec – trash, 3 yd recycle. RON and Tom Dillon visited LUMEC in Montreat (with consultants Charlie Swanson and Terry Krinsky) to review LED street lights that could be brought to Church Street. Lumec will present a demonstration in Burlington soon. This year, first for use of LED Xmas lights which are brighter, use less power, cost is double but savings will be realized as will be reusing for future seasons.

EXECUTIVE DIRECTOR'S REPORT

- A. **Approval of sign – College Street kiosk.** Question: when will they start paying rent? Took a long time to go through the approval process. Sign variance from normal. 10'wide by 2' high, copper with cut outs (back lit). LORRE recommended putting up a canopy for customers as they wait. CELIA – will sign for ability to add canopy? Do we need to go to DRB for OK – since in the public right-of-way, DRB visit would be courtesy only. Question: are we are treating this differently than what other businesses have to do and is that fair? Have DRB take a look at the present rules and regulations – more with new tech approval of sign.

Motion: Dan Smith – Sign approved on the condition there is a follow-up meeting with DRB.

Second: Robert Fuller

- B. **Work with City Council to pass an ordinance, creating a 6' right of way on sidewalks in front of properties on side streets of Church Street, Pearl to Main.** JEFF concerned that panhandlers will move from side streets to CSM. Mike Shirling to be invited to our Annual meeting on this – discuss ordinance for entire downtown district and how it will be supported by BPD. No action.
- C. **Blade signs.** RON: PowerPoint presentation. ROBERT asked if there was a review board for them? Who is allowed to have them? Only applies to corners? Process: Approval from P&Z. DAN-S suggested having P&Z defer to us on the OK on signage for CSM. JEFF and Ron to meet with P&Z's Ken Lerner and David White re: Church Street sign standards.
- D. **Motion: Buddy Singh – Go to P&Z to request CSM has jurisdiction over signs on Marketplace.**
Second: Robert Fuller
Motion: Celia Daly – Defer to Ron Redmond and Mimi Gutchell on approval of signs
Second: Buddy Singh
- E. Draft RFP – 62 Church Street. RON wants to put RFP out to see what developers come back with (will run by CAO). JEFF OK with leasing. Is City open to sale? RON said that City Assessor has placed value at \$330K. ROBERT said not in favor of selling – valuable asset once upgraded. CELIA recommended taking “sale” off the current RFP and entertain ground lease only.

COMMITTEES

A. Finance

BUDDY: given the current climate, doesn't want to increase CAF – look at areas to subcontract, trim expenses (Maintenance – trash, as an example of successful cut), causing decrease in insurance, etc. Rethink changes in holiday lights. DAN-L wanted to chat on what they (BTC) do with Buddy and Pat.

B. Capital Improvements/Maintenance

RON – Alleyway near completion. RFP for trompe-l'oeil mural in alleyway being produced in English and French. Will use sponsorships to pay for cost of mural (by incorporating sponsors and donors into the mural. Mural will be a reflection of Burlington and the Lake. ROBERT asked about having community supported art, suggested murals needed at other locations downtown.

C. Merchant and Marketing

LARA met with Seven Days – they are to present ideas for after the holidays and downtown promos.

Marketplace Merchant Survey Results presented by CLAUDETTE , from August, 2008 survey -- 25% return (last year 40% return). JEFF recommended putting meals receipts chart on our web site.

MISCELLANEOUS

No December meeting. The off-site meeting will take place on January 28th, 8:00am to 12:00 Noon (with lunch). **Meeting Adjourned at 10:15 a.m.**