

1 TOWN OF MIDDLEBURY
2 Downtown Improvement District Commission
3 Town Office Large Conference Room
4 Tuesday, October 15, 2019
5 DRAFT Meeting Minutes
6

7 Commission Members Present: Amey Ryan, Gary Baker and Adam Franco. Becky Dayton and Brian
8 Carpenter were absent.
9

10 Town Staff: Town Manager Kathleen Ramsay and Community Liaison Jim Gish
11 Also Present: Karen Duguay of Better Middlebury Partnership and Kelly Hickey of Bundle.
12

13 The meeting was called to order by Chair Amey Ryan at 12:07 p.m.
14

15 Approval of Agenda
16

17 The agenda was approved as presented upon motion by Franco, seconded by Baker. The vote was 3 in
18 favor, 2 absent.
19

20 Approval of Minutes
21

22 Franco moved to approve the minutes of September 18, 2018 minutes, and Baker seconded the motion.
23 The minutes were approved as presented with 3 in favor, 2 absent.
24

25 Citizen Comments – Kelly Hickey, coordinator of the pop-up event space “Bundle”, a downtown marketing
26 promotion funded by the Vermont Agency of Transportation as part of the railroad bridge replacement
27 project, reported that the demand for event space has been greater than anticipated.

28 When the budget for Bundle was created, three events per month were projected -- the actual number
29 of events have been between five and seven -- with 10 events per month projected for November and
30 December. This, Kelly said, has doubled the amount of time she estimates she has spent coordinating
31 events, from 40 hours per month to over 80 hours per month. As the VTrans marketing grant budget is
32 so tight, there is no funding available to compensate Kelly for the additional time needed to coordinate
33 events.

34 Kelly and Karen Duguay of the BMP asked the DIDC to consider a one-time budget allocation of \$6,000 to
35 compensate the Bundle coordinator for the increase in the number of estimated hours she has been
36 spending each month supporting the program. An additional \$6,000 allocation request is being submitted
37 to the BMP, which proposes to offset the impact to its budget by increasing the fees charged to vendors
38 using the space.

39 Since this request is approximately 20% of the DIDC’s \$34,000 budget and was not a warned item on the
40 meeting agenda, Town Manager Kathleen Ramsay suggested that Kelly and Karen submit a formal written

41 request, including a complete budget and explanation of impact to FY20 and FY21 budgets, for
42 consideration by the DIDC as a warned item during its next meeting.

43 Request for funding for sidewalk frames to promote events in the area while the Main Street banner
44 program is suspended from May to August next year for construction of the downtown bridges

45
46 The Committee reviewed Addison County Chamber of Commerce President Rob Carter's September 9,
47 2019 summary of a concept to use sidewalk frames to promote events in the area while the Main Street
48 banner program is suspended from May to August next year for construction of the downtown bridges.
49 The concept, developed over the summer by an informal group of parties interested in the banner
50 program, including Sue Ritter of Middlebury College, Karen Duguay of BMP and Neighbors, Together,
51 Amey Ryan of BMP and DIDC, Kathleen Ramsay and Beth Dow from the Town of Middlebury, and Rob
52 Carter of the Chamber of Commerce, was presented as follows:

53 *To summarize where we're at, we will be suspending the Main St banner program from May to August of*
54 *2020. As an alternative, we will be locating sidewalk frames around town as a way for organizations to*
55 *promote events in the area. The frames will be commercial frames but will be anchored by DPW. If the*
56 *frames work well, then they could continue in use after construction as well.*

57 *Today I met with Bill Kernan to look at possible locations for the sidewalk frames. We came up with 4 to 6*
58 *places where frames can be positioned and anchored:*

- 59 1. *In front of the town office, close to the current historical sign*
- 60 2. *On the edge of the sidewalk in front of Two Brothers Tavern*
- 61 3. *At the corner of Main St and Merchants Row, next to the building where the trash can current*
62 *resides.*
- 63 4. *In front of the Post Office, up against the flower bed near the handicap parking spot.*
- 64 5. *It's possible that we could place one in the Marble Works.*
- 65 6. *It's possible that Middlebury College could host a frame in the area around the green, perhaps*
66 *closer to the ACTR bus hub.*

67
68 *For each location we will work with the businesses near the sign to make sure there are no concerns about*
69 *their location. These frames will not be up during the winter as they may impede snow removal and risk*
70 *being damaged as well.*

71 *The next steps are to write up a proposal for the town and DIDC, and then to order one sign to provide to*
72 *DPW to make sure it can be easily anchored before ordering the remaining signs. Once we are sure of this*
73 *option, then ACCOC will contact current banner users to inform them of the changes in 2020 and to make*
74 *sure they will want to make use of the frames, and to put in place the reservation system for the frames.*
75 *We hope to finalize the program by the end of October as we are already getting requests for next year's*
76 *banner program.*

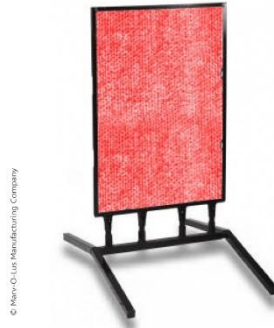
77 **From:** Rob Carter [<mailto:rob@addisoncounty.com>]

78 **Sent:** Tuesday, September 10, 2019 3:44 PM

79 **Subject:** Sidewalk Frames

80 To follow up on my update from earlier in the week, here are basic numbers for the purchase of sidewalk
81 frames in which organizations can place their signs to promote local events.

82 Flex Frame (<http://www.marvolus.com/flex-frame.html>) to hold 36"X24" signs.



83

84 Price per frame - \$85 (4 frames plus shipping = \$512.60)

85 These frames are made of steel and can be anchored with brackets and or bolts to a cement surface

86 They hold coroplast signs that are 36"X24", up to 3/8" thick, printed on both sides. 802 Print can print
87 these at \$89 for four signs, which is reasonable for a non-profit organization to purchase. They are sturdy
88 enough to be reused from year-to-year if dates can be changed.

89 If we decide to also place a sign on college property and/or at Marble Works, taking us to 6 frames, then
90 the cost would go to \$768.90.

91 The Chamber is willing to take on the administration of these frames, with the organizations printing their
92 own signs and placing them in the frames themselves. They would reserve the dates on our website as
93 they do for the banners now, with a moderate admin fee (TBD) once we determine all of the elements. The
94 Chamber is also willing to restart the Main St banner program after construction if there is still a demand
95 for it. I suggest that we consider May to August as a trial period for the frames, to see how they work and
96 if organizations are satisfied with the results.

97 Please consider this proposal as you meet to distribute DIDC funds.

98 Ryan moved that the DIDC recommend an allocation of \$1,000 for the sign frame program as outlined by
99 Addison County Chamber of Commerce Rob Carter -- \$768 for six sign frames and \$232 for brackets and
100 other materials needed for their installation. Franco seconded the motion.

101

102 The Commission discussed the need to coordinate the locations of the frames with the downtown bridge
103 construction project and the sidewalk poetry project.

104

105 The motion was approved with three in favor, two absent.

106

107 Set date for budget public hearing. Tuesday, November 5, 2019 at noon was set as the date for the budget
108 public hearing. Kathleen will post the notice of the hearing, publish it in the *Addison Independent* and
109 send notice to property owners in the Downtown Improvement District. Karen Duguay said she would
110 also get the word out on social media.

111

112 Commissioner Concerns: None

113

114 Adjournment

115

116 Baker moved to adjourn the meeting, seconded by Franco.

117

118 The meeting adjourned at 12:33 p.m.

119

120 Respectfully submitted,

121

122 Kathleen Swington Ramsay

123 Town Manager

DRAFT