

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

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

10 Town Staff: Town Manager Kathleen Ramsay and Community Liaison Jim Gish  
11 Also Present: Karen Duguay of Better Middlebury Partnership, Kelly Hickey of Bundle and Jamie  
12 McKenna  
13

14 The meeting was called to order by Chair Amey Ryan at 12:05 p.m.  
15

16 Approval of Agenda  
17

18 Ramsay recommended moving item # 4, the request by Bundle for funds, up under the Public Hearing  
19 portion of the agenda since the funds would come from the FY21 budget. The agenda was approved as  
20 amended upon motion by Franco, seconded by Dayton. The vote was 3 in favor, 2 absent.  
21

22 Public Hearing on DIDC Budget for FY21  
23

24 Ryan opened the public hearing at 12:06 p.m.  
25

26 Ryan said Kelly Hickey had given a synopsis on Bundle at the last DIDC meeting and had since then  
27 provided additional information requested by Ramsay. She said this is a one-time request for \$6,000  
28 from the first half of the FY21 budget, July 1, 2020 to December 31, 2020.  
29

30 Hickey said this sum, in addition to a \$6,000 match being requested from the Better Middlebury  
31 Partnership, beginning January 1, 2020, would meet the demands of events being proposed by vendors  
32 as well as compensating an increase in her workload from 3-5 events in April-July 2019, to 6-8 events  
33 thereafter, as well as honor goals met since the conception of Bundle in April 2019.  
34

35 Ryan said she is a huge proponent of Bundle and for what it's done downtown and the impact it's had  
36 not only on the community, but also the downtown itself. She said the initial concept was to get people  
37 to come downtown and to fill empty storefronts with longer-term tenants. She said she has attended  
38 events there and the general consensus is that Bundle is having a significant impact on the downtown.  
39 She said in looking at the DIDC Ordinance, the DIDC provides funds for the Better Middlebury  
40 Partnership staffing and also for more tangible items, such as signs, flower containers and trash  
41 receptacles. She said Bundle is visible when you go downtown, it's filling a storefront, and feels since it  
42 is a one-time request she is in favor of supporting the request.

43  
44 Hickey said Bundle is a “tool”, it’s not a business and it’s been effective, and it’s already received  
45 attention from the National Arts Strategies Creative Community Fellow, and she has applied for funds  
46 through them that might fund Bundle beyond the completion of the project. She said their rent is being  
47 subsidized, since the rent for 51 Main is \$6,000/month, but the College is only charging them  
48 \$1,500/month. She said they have not requested Town funds, and she appreciates all the support she’s  
49 received from the Selectboard and Planning Office, and she is hoping Bundle will continue to grow.

50  
51 Dayton said she was entirely in favor of it and was ready to make a motion. Franco said he’d like to hear  
52 all the other requests, but had no further questions for Hickey.

53  
54 Ryan said there was a motion on the floor, but Ramsay said this is still a public hearing and the hearing  
55 would need to be closed first before talking about the budget for next year.

56  
57 Ramsay said Laura Asermily had mentioned the purchase of a couple of sidewalk butlers for downtown.  
58 Ramsay said she thought Asermily might be present at this meeting to provide more information, but at  
59 this time she has no additional information. Possible locations for the “butlers” were discussed, and  
60 Ryan said placement was crucial and she didn’t want them located near buildings.

61  
62 Ryan closed the public hearing at 12:17 p.m.

63  
64 Approval of Minutes

65  
66 Franco moved to approve the minutes of October 15, 2019 minutes, and Dayton seconded the motion.  
67 The minutes were approved as presented with 3 in favor, 2 absent.

68  
69 Citizen Comments – None

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71 Discussion and Approval of FY21 Budget Recommendations to Selectboard

72  
73 Ramsay said for reference, the DIDC raises around \$34,000 each year, with 15% going to BMP as  
74 required in the Ordinance, and that amount is \$5,127; 10% is a maintenance allocation for previous  
75 projects at \$3,400, and \$10,000 has been pledged in previous years to BMP, making their total  
76 commitments \$18,546.22. She said they have a little shy of \$16,000 remaining to allocate to projects.  
77 Ramsay said since neither Gary Baker or Brian Carpenter were present, perhaps they’d like to draw up  
78 their budget and hold another meeting since there is still time to get this to the Selectboard by January.  
79 Ryan said they could add the Bundle request to the budget for Baker and Carpenter to review, and  
80 Ramsay said she would prepare the draft budget. Franco said after the Bundle request, the smoking  
81 butler and the signage request, that still left them with a balance of \$25,000 for the following year, so he  
82 didn’t see how this would be a restraint on future funding opportunities. Ramsay said the signage  
83 would be taken from the FY20 budget.

84 Ramsay said the Board is waiting for staff investigation on relevant Board policies and permitting issues  
85 in regards to the sidewalk sign frames that could impact where the sign frames are placed and for how  
86 long. She said overall the Board is in support of making this happen, but wants to be sure it's done  
87 legally.

88 Franco asked how they could get more ideas from the taxpayers of the District. Ramsay said a letter was  
89 mailed to each one on October 17<sup>th</sup> informing them of this meeting. Franco since there is such a low  
90 number of requests, there will be sufficient funds to address ideas as they come in through the year.

91 Next Meeting – Tuesday, January 7, 2020 at 12 noon.

92 Commission Concerns

93 Dayton said in a prior year funds were allocated for new sidewalk bike stencils and she has yet to see  
94 them installed.

95 Adjournment

96 The meeting adjourned at 12:25 p.m. upon motion by Dayton, seconded by Franco.

97 Respectfully submitted,  
98 Beth Dow