

Summit Downtown, Inc.
Board of Trustees Meeting
April 30, 2025, 8:00AM
In-Person/Zoom Meeting

Members Present: Karen Schneider, Bill Robb, Ray Merritt (Zoom), Antonietta LaVecchia(arrived 8:25), Mayor Elizabeth Fagan, Beth Welsh, Kristen Scalia, Annette Dwyer, Leslie Herman, Delia Hamlet, David Bernat, Peter Llyod. Staff: Nancy Adams, Marin Mixon.

Members Absent: Tammie Baldwin, Claire Toth

Members of the Public: Emi Havas, Nanette Kryston

David Bernat called the meeting to order at 8:02am. He asked for approval of the minutes, Bill moved approval, Karen seconded, all in favor. David congratulations to Nancy and all of us on the Board for getting the \$150,000 grant. Nancy reported that the grant will cover the paving of the alleyway, the fencing at the farmers market including the bushes, the event software we started with Spring Fling, the state mandated audit, and the Placer.Ai subscription for the third year. Delia asked if the grant could cover some new garbage cans downtown. Bill responded that since we have the grant that makes the funds committed to the fencing, bushes, and audit could be available for us to use for other projects.

COMMITTEE/PROJECT REPORTS

Financials – Bill Robb

Bill reported that total assets were \$348,626. Major expenses first quarter were those of running the organization plus Design and Beautification so we're in the hole but before anyone gets worried, this is because we don't receive our first assessment payment until June or July. Nancy mentioned that the SDI budget was introduced at the last Council meeting on April 22nd, it'll be on for hearing on May 20th. Bill mentioned that our reserves are in an account at Haven Bank and he's going to work with Nancy on other options for higher interest by looking at CDs. Karen moved the financials be approved, Leslie seconded, all approved.

Farmers Market – Marin

Marin reported that we had a really great opening day of the Market on Sunday, April 27th. The people were happy to have it back, the vendors were happy, the new vendors were happy in their new environment. Thanks to all the hard work of the staff and Mario. She noted that she did see people cutting through the shrubs, the new fence on the east side of the lot worked out beautifully. Karen asked if people were coming in early, and we will be thinking of ways to try to keep people from coming in so early. People who come in early have been talked to but were very rude. Peter noted that it's very hard and awkward for vendors to say no to people who come in early. Nancy complimented Marin on all her expertise and hard work in getting the market up and running that she works hard January – opening day to make sure the market is ready and she does an amazing job. Marin also thanked the Board for funding the added electrical outlets that were installed before the market opened and we're able to have vendors there and also generators aren't needed because of it; the board approved the expenditure and Nancy also got that included in the \$150k grant we just received. Later in the meeting, there was a discussion on how we should be promoting where to park at the Farmers Market to let people know shoppers can use the Tier garage all day Sunday. Marin said she will put parking information in her newsletter; we will also look at using the realtor signs we used to put at corners to alert people to parking locations. Delia also mentioned she's asked the city planner for the plans done previously for a large arch/entry sign across the entrance to the tier garage so people know it's there.

Nancy introduced the subject of potentially installing either permanent fencing matching the new fence on the east side of the lot or shrubs along the alleyway, so we don't need to have the snow fencing that's up 9 months of the year. Discussion ensued. Bill motioned that the Board approve funds and allow Nancy to follow up and determine pricing and feasibility of fencing, shrub fencing, fire department approval, and the board approved funding the project and Nancy will come back with pricing, etc. Annette seconded, all approved.

Event Updates – Nancy

Nancy reported that Spring Fling was a nice event with just over 100 completed passports, 150 total participants, and 300 store check-ins. Sweet nothings was the top location check-in with 18, others noted are GreatHouse Bonny Neiman, The Red Balloon, The Office and Toy Division. We will be moving next year's event to May 1 – 3 to have better chances of clear weather and hope to add more participating businesses.

Family Fun Night is coming June 12 with some exciting additions to the event, including interactive dinosaurs and new food options. Sponsors include Overlook Hospital, Brownie Points, and Lois Schneider as returning sponsors. Summit Street Sounds starts Thursday, June 5th with over 50 musicians scheduled for the season. We will be using Maple Street sometimes as a location this summer. David asked if we had a sponsor for Street Sounds, Nancy responded that we do not.

Marketing Committee Update – David

The Marketing Plan was finished and at our next meeting May 14th, we'll decide what to implement. David thinking of how to welcome in new residents with a welcome packet, or give gift cards to new residents, all this through realtors. Wants to promote the Farmers Market with a video walkthrough that will show off Summit. Want to get eyes on things we do and put dollars into that. The next Stakeholders meeting is June 4th at the Elks, 5-7pm and David asks the board to bring people again and help promote it. David invited Marin to come to the Stakeholders meeting to talk about how they can have a table at the Farmers Market and get them engaged with that.

Design Committee/DCS Updates – Annette

Tree Wells: Thus far several have been planted and looking into protocols for adopting a tree well, interested businesses should contact Nancy Adams.

Trash & Recycling: After notice of the trash and recycling rules for businesses was sent out by SDI, the Dept of Community Services have gone door-to-door distributing flyers. Actions on this are likely to be property and business specific. Regarding the clean team, committee discussed introducing an idea to have a once/month adult & youth to go around downtown to pick up trash and measure the results and can this be something to augment what DPW already does Mon – Fri. Annette will take on reaching out to community groups, scouts, environmental groups to see if they'd be interested in participating. Antonietta suggested the Junior League and the Elks be approached to help. The committee discussed looking at the city's code as to what their responsibilities are in front of their stores and Nancy will send out flyers alerting them to those responsibilities to clean the area and tree wells in front of their businesses and that could be something to do in the morning before opening. Annette gave a shoutout to DPW on their hard work in picking up litter throughout the downtown.

Market Lights: Delia noted the string lights look awful in some areas with some lines down, bulbs missing, etc. Nancy will order new bulbs and then do a work order with DPW to install the new bulbs. Delia thanked Annette on the organized manner with which she conducts the Design meetings, she thanked David for the get things done attitude as chair. The trees were discussed, Delia noted that when some trees get taken down in the Fall, we need to figure out what that looks like with regard to the tree wells, the curbs' removal, etc. David noted that the Shade Tree Commission should apply for tree planting grants.

Summit Public Arts – Leslie

Leslie reported that they are looking at 3 pieces of art for permanent art. Nancy mentioned that she and Amanda met with Sharon and Vivian from Summit Public Art to coordinate the locations for downtown art installations.

Common Council Updates – Delia mentioned that she's working with Nancy to get some pink flowers planted in the tree well outside of Silver Vine Salon where the owner's wife passed away at the very young age of 34. This led into a conversation of a process being set up for people who want to remember someone who died. Annette offered her experience on a thorough process through SDI's Design Committee for people offering money to do a remembrance donation to SDI. Bill recommended having a menu of projects/donations on that application and process so it's not just a donation of funds. Nancy will work on it with Annette and David on this.

Public Comment – Emi Havas asked if anything was happening with funding Meet the Merchants. David expanded on the value of spending marketing dollars on this program since it doesn't get a lot of viewers and the marketing committee needs to discuss this and how to better utilize the program. Much discussion ensued. Many on the board see the value of focusing on a few businesses for a Meet the Merchants program as benefit because it's more personal than other ways of marketing and advertising. Extended discussion on trying to improve on the reach of Meet the Merchants.

Nanette Kryston commented on David's statements about the fairness of Meet the Merchants focusing on only 3 businesses. She asked he keep in mind that events and things that don't necessarily help all businesses but is great for the downtown, we should still do it. (A discussion on parking ensued, see the Farmers Market section of these minutes.)

New Business – Annette said she is working with the Mayor on initiatives to promote May as Mental Help Awareness Month and will be passing out posters (donated by the UPS Store) to the stores.

The meeting was adjourned at 9:32am.

The next BOT meeting is at 8AM May 28, 2025, at City Hall.