

**Church Street Marketplace District Commission Meeting
October 21, 2015**

Commissioners present: Jeff Nick, Buddy Singh, Phil Merrick, Chad Hutchins, Jed Davis, Lorre Tucker, Lara Allen, Robin Sutphen

CSM Staff Present: Ron Redmond, Jenny Morse, Becky Cassidy, Joanna Nagle

Guests: Bridget Huffman (Little Citizen), Mark Kalloz (The North Face), Taryn Maitland and Francois and Frank Bouchett (Homeport), Bob Conlon (Leunig's), Margaret Neelan (UVM student, Community Development & Applied Economics), Lizzy Finnefrock (Halvorson's), Tammy Boudah and Matt Young (Howard Center Street Outreach), Will Vinci (The North Face), Mara and Susan (Spellbound), Joe Frank (Property owner), Brenda Vinson (Uncommon Grounds)

- I. COME TO ORDER
- II. AGENDA
- III. MINUTES
 - a. Motion to approve – Lorre; Seconded – Chad; Minutes pass
- IV. PUBLIC FORUM
- V. CHAIR'S REPORTS
 - a. Finance Report
 - i. No finance report this week – finances are on track. Plan is to have surplus of \$110k by the end of the fiscal year
 - b. SWOT Analysis (Jeff Nick)
 - i. Comments – who is the audience that is going to read this?
 - ii. Working document to help the commission
 - iii. Are some of these things non-factors since the Marketplace is moving forward but the list stays the same from five years ago?
 - iv. Narrow it down to make it more specific to the reader
 - v. Suggest to BBA board to co-present data
 - vi. City Councilors to be invited to future Commission meetings
 - vii. Motion to create a separate more concise list to present to City Council – Jed Davis. Seconded- Buddy. Motion passes
- VI. EXECUTIVE DIRECTOR'S REPORT
 - a. Business Satisfaction Survey Results (Presented by Chad Hutchins, Robin Sutphen and Buddy Singh)
 - i. Chad, Robin and Buddy are the new Data Squad – will be responsible for presenting data and studies that staff collects
 - ii. Presentation of results of latest Business Satisfaction Survey:
 1. Perception is worse than reality. Perception could be “I see more” while the reality could be “I had less theft in my store”
 2. Data Squad to plan for on-going surveys of Church Street customers re: their perceptions of safety in the downtown

Crime stats to be compared in the context of “safety perception vs reality”

- VII. Other business
- a. Motion to approve cart vendor license transfer FROM Kathleen Ploof TO Ron Reda– Lorre; Second – Lara; Approved unanimously
- VIII. 10:00 AM CERTAIN – Meet and Greet with Burlington Police Chief Brandon del Pozo. Invitation extended to business owners, managers and supervisors
- Thinks of Church Street as the “Times Square” of Vermont
 - Discussed enforcement of a public space using environmental design
 - “Church Street is the leader of setting the tone of behavior in Burlington”
 - Need to be cautious about criminalizing all behavior. Municipal ordinances have little teeth – no criminal charges. Bigger question – If issuing a ticket doesn’t mean anything, why are we doing it? How do we MEANINGFULLY enforce ordinances that we create?
 - Wants to have transparent discussion about how we deal with crime in Vermont. Currently giving attention to those individuals charges with burglaries and robberies who have as many as 20 or 30 prior arrests, in hopes that it will generate a community conversation. Anticipating a trickle-down effect to eventually generate conversations about shoplifting. News coverage will help with this
- a. Urged stores to install cameras, especially at store exits; recommended against chasing shoplifters.
 - b. Discussed the possibility of a substation on Church Street.
 - c. Said Burlington is a small enough city that policing can be person-based
 - i. Determining where the criminal networks are. There may be a dozen individuals driving all of the burglaries/robberies in Burlington
 - ii. Important to lead with the FACTS versus opinions
- IX. ADJOURN