

**Meeting Minutes for Hardwick Downtown Commission
Birdsong Beer & Wine, Hardwick
Monday, October 18, 2021, 9 a.m.**

Present: Shari Cornish, Katie Tandy, Gary Michaels, Bethany Dunbar, Alison Lowe, David Upson, Abrah Griggs, Sally Anstey, Sandy Scott, Tobin Porter

Item #1: Motion to approve minutes from last meeting by Gary, seconded by Tobin.

Item #2: Alison Lowe brought a large map of Hardwick with borders marked by Gary Holloway for proposed downtown area.

Discussion of adjustments to be put forward to Gary H. - including motel, marking boundaries near granite shed, whether to include certain residential properties in order to create contiguous downtown area. All of this will have to be discussed with and approved by Gary H. before being finalized.

Item #3: Discussion of naming non-profit - brainstorming was done on a shared Google doc over the past couple of weeks.

- Considerations to be made, if using an acronym: What are the associations with the acronym? Is it already being used elsewhere?
- Weigh catchiness of an acronym against clarity of the organization's name in expressing its function and goals.
- Alison suggests using Municipal Planning Grant funds to hire an ad agency to help brand/name the Downtown Commission non-profit group.

Item #4: Municipal Planning Grant (MPG)

- If awarded, will total \$24,000
- Generally awarded in December and available to use for 18 months.
- Application is due November 1. Alison will be facilitating this but needs to know what will be done with the grant funds.
- Aside from ad agency, other suggestions for use of funds include hiring staff and paying for legal fees entailed in creating a non-profit.

Item #5: Hardwick has been invited to apply for a VoRec grant, which could be used to create a park, bike stations, wayfinding, connecting trails to downtown Hardwick, and more.

*At this point, secretary had to leave the meeting, and the remainder of minutes were taken by Bethany Dunbar.

- Question: Will Hardwick reduce its VoRec grant request from \$700,000 to \$250,000?
- Alison: VoRec and Downtown Commission are two separate things. (Return to discussion of MPG.)
- Bring in a consultant to help create a sustainable organization. (Newport did this.)
- Contact the NEK Collaborative.

- NVDA has a list of consultants.
 - David will talk to Geoff
- Get some pointers on what folks giving out these grants want to see.

- Alison: Three things are needed.
 1. Clarification of roles.
 2. Conversation with funders.
 3. Municipal resolution - this needs to be signed by the select board to approve the application.
- Alison will attend the select board meeting this week. She will also download the form and send it to David.

Item #6: The NEK Fund grant received (\$3,575) will cover two sets of banners.

- Abrah shows color schemes and possible designs.
- Space for 15 organization logos.
- Town logo/ "Welcome to Hardwick" - is it time to change or update? Is there enough time to do so?

- The town road crew doesn't like hanging lights for the holidays.
- Ask Electric Commissioners if they would buy new lights and hang them?

Next meeting scheduled for Monday, November 15, 2021, at 9 a.m. at Birdsong.

Minutes submitted by Sandy Scott, October 21, 2021.