

AGENDA

HARDWICK DOWNTOWN COMMISSION MONTHLY MEETING
Monday, June 20th, 9AM, Front Seat Coffee/Birdsong Beer & Wine

Set/Adjust Meeting Agenda

Review/Approve Minutes and informational handouts from May 16th meeting:

<https://docs.google.com/document/d/1VKjnzYIk10Pxrn6gdRFNtZZQcRYRzc5xhJKo6RYIISs/edit>

FYI link to the approach page of the Main Street America website: <https://www.mainstreet.org/mainstreetamerica/theapproach>.

See Memo Attached

- Item #1 Discuss ARPA Fund Project Request of \$50K
- Item#2 Downtown Business Update
 Coop & Flower Basket changes
 Brochu Citgo & Bank Building developments
- Item #3 Review report from Downtown & Historic Preservation Conference
- Item#4 Review report of “Meet the Town Manager” events
- Item#5 Plans for July meeting to include presentation from Heather on zoom
- Item#6 Other Business

ADJOURN 10AM

Next meeting via zoom – July 18th 9am

Memorandum

To: Hardwick Downtown Commission
From: Heather Carrington, CCDS
Date: May 17, 2022
Re: Hardwick Downtown Designation – Project Update

Purpose

The purpose of this memo is to provide an update on the Hardwick Downtown Designation Project as presented to the Downtown Commission on May 16, 2022. The consultant reported on the status of the project inventory performed through interviews with key stakeholders identified by the Commission and review of background documents, existing plans, and current downtown projects.

Key Stakeholder Interviews

Thus far, the interview results have been remarkably consistent. Stakeholders have universally identified the business community as the primary strength of downtown Hardwick. The businesses emerged as a strength based on the variety of business types, the combination of businesses with decades long tenure as well as newly opened businesses, and the strong network and collaboration between business owners. The business community is perceived as very committed to Hardwick and a source of strong social capital.

The stakeholders have also been consistent in identifying infrastructure and design improvements to downtown as a priority need. Every stakeholder interviewed has discussed bicycle and pedestrian infrastructure improvements as necessary, with many specifically referencing the need to connect the Lamoille Valley Rail Trail clearly and accessibly to downtown Hardwick. The need for large outdoor gathering space in the downtown was also consistently noted.

Existing Plan Review

The consultant has reviewed a variety of plans, recently awarded grants, and other background documents provided by the Downtown Commission and Town staff. Some of these include:

- 2019 Hardwick Municipal Plan
- NEK Regional Plan
- 2016 Hardwick Business Survey
- Hardwick Zoning Map
- Proposed Downtown Designation Map
- Hardwick Marketing Plan
- NEK Comprehensive Economic Development Strategy (CEDS)
- VOREC grant for Gateway Park

Guiding Considerations for Downtown Strategic Planning

The downtown designation application will require a 5-year strategic plan for the proposed downtown organization. The Downtown Commission will work with the consultant to establish