

**Meeting Minutes for Hardwick Downtown Partnership
Art Park
Monday, May 22, 2023, 9 a.m.**

Present: Shari Cornish, Gary Michaels, Sandy Scott, Abrah Griggs, Tracy Martin, Kathryn Lovinsky

Shari notes that we do not have a quorum, but Bethany and Tobin have granted proxy voting to support majority votes.

Gary moves to accept minutes from the last meeting, Sandy seconds. Motion passes.

Item 1 - News from legislative session and recent events attended by Shari and Tracy

- The legislature passed the budget, though there is a threat of a veto by the governor. If the state budget goes through, the ACCD budget includes \$25K for each designated downtown.
- The Downtown Meet-Up in Barre provided some ideas for events and organization from other towns, including membership structure from Montpelier Alive (ours would be much more simple) and holding a Newcomer Meet & Greet for new town residents.
- The Outdoor Recreation and Historic Preservation Retreat was well-worth attending.
 - VoRec will announce another round of grant funding, which is a possible opportunity for the town and Downtown Partnership to apply for more park funding, provided there are no restrictions based on previous VoRec grants.

Item 2 - Kathryn Lovinsky, 3rd Floor Media, shared a Proposed Scope of Work for the HDP. (Handout included at the end of minutes.) The cost estimate is \$3,000 - \$3,500.

- The proposed website would start out as a landing page and eventually include a calendar and business directory, with the goal of making this the info hub for Hardwick.
- Discussion of Better Places Grant
 - Maximum grant of \$40K with crowdfunding allowed for matching portion of grant. Kathryn could help promote this through social media. It might be another funding source for the Main Street end of the bridge.
- Sandy motions to accept the proposal from 3rd Floor Media, Gary seconds, motion carries.
- Abrah will work with Kathryn on branding and colors.
- Discussion of Downtown Partnership membership options for businesses.
 - Businesses that donate to the HDP could receive a HARDWICK window cling.
 - There could be a subscription option for business listings on the HDP website.
 - Perhaps paying members would be given more detailed listings, including options such as images and icons indicating business offerings (i.e., public bathroom, dog friendly, Wi-Fi, "trail friendly," etc.)

Item 3 - Downtown beautification

- The town is reimbursing Claudia Gohl for sidewalk plantings in front of her building.

- Shari would like to purchase another set of banners for the downtown lampposts to add in a third seasonal change in color.
- Tracy suggests that the town should replace the American flags, which are looking old and dirty.
- City of Vergennes is put forth as a good model for ideas on reworking sidewalks.
- Tracy asks for HDP support for the town in improving pedestrian infrastructure.
- Tara Goreau will be stopping to look at the mural across from the Buffalo Mountain Market to suggest needed maintenance.
 - If the town does not take responsibility for the mural, HDP might take it on, perhaps with additional support from Rural Arts Collaborative.
 - HDP will encourage the town to give more support to downtown beautification.
- Discussion of park planning on both sides of bridge.
 - Shari would like to include a historic light currently held by the Historical Society.
 - Other items to be included in the design are an EV charger and an exterior outlet, for events or for people needing to charge devices.
- The information case by the Clip Joint is now the responsibility of the HDP.

Other business -

- Tracy and Shari will attend the LVRT meeting on Wednesday. This is a public engagement effort.
 - The town is responsible for building the kiosk, to LVRT specs, and one side will be reserved for LVRT. The other side will be available for town use.
 - There will be room on the kiosk at the trailhead for brochures.
 - Discussion of creating a business directory, with a key to show people where they can find services.
 - VoRec is preparing guidance and wayfinding for outdoor recreation in Hardwick.

Next meeting:

Katie Tandy is no longer available Monday mornings; her availability may not allow her to continue as an active board member. Shari has invited Mark Rowell to join the board.

- ~~June meeting will be held Monday, June 19, 9 a.m. at The Galaxy Bookshop. No June meeting.~~



PROPOSED SCOPE OF WORK

Hardwick Downtown Partnership

Design & Build a Website on Squarespace

Work with client to develop overall look and feel of site, including branding (colors and fonts) (utilize existing branding from new logo/business card)

Set up site on Squarespace including domain name

Set up framework - including pages, color layout, photo layout, etc. 3-4 pages to include Home, about, directory, calendar contact

Build out directory page with local businesses & links to businesses (25)

Integrate a contact form

Set up personalized email through google workspace (when ready)
Integration with social media pages (if desired)
Include 3rd Floor Media contact information in footer of website for design and maintenance. Additional elements that arise

COST ESTIMATE

\$3,000 - \$3,500

ADDITIONAL COSTS

Website hosting through Squarespace - \$200 Annually + \$20 for Domain
Google Workspace for Custom Email - \$80 Annually

TERMS

3rd Floor Media will prepare a contract prior to beginning work - sent via Honeybook
Hosting fees to Squarespace must be remitted to 3rd Floor Media at completion of project when ready to publish site.

Fee Structure: A deposit of 30% of top end of estimate will be paid to 3rd Floor Media upon completing contract before beginning work. Upon verbal sign-off by client of completion of first draft, contractor will bill client for time spent to that point and hosting fees. Final invoice will be sent upon completion of the project and verbal sign-off by both parties.

OTHER OPTIONS

If you need something even simpler or less expensive we could do a simple directory list of businesses with a website link instead of the preferred "card" concept that gives each business an image with multiple links. - this could reduce the cost to \$2,000 - \$2,500

Kathryn Lovinsky *May 2023*