

Church Street Marketplace

149 Church Street
Burlington, VT 05401

[Church Street Marketplace](#)

Church Street Marketplace Commission

Wednesday, September 16, 2026, 9:00am.

Hybrid Meeting via Zoom and in City Hall's Sharon Bushor Conference Room

Staff Present:

- | | |
|--|---|
| ☒ Kara Alnasrawi | ☒ Andrew Bacher |
| ☒ Sam McGinnis | ☒ Isa Paredes |
| ☒ Jessica Dudley | ☒ Morgan glen |
| ☒ Aida Washburn | |

Commissioners Present:

- ☒ Mark Bouchett
- ☒ Chris Haessly
- ☒ Becky Holt
- ☒ Erik Monsen
- ☒ Sarah Beal
- ☒ Linda Magoon
- ☒ Marykate Moore (Online)
- ☐ Cara Tobin

Public Attendance: No Attendance

1. Agenda

Call to Order: 9:04am

Changes to Agenda: None

2. Adopt Minutes

1. Vote passed Unanimously 9:05am

3. Public Forum

1. There was no public attendance and no comments were made

4. Commissioner's Items

1. C.Haessly recommended checking out Samba House! And the City's new AI policy.
2. E.Monsen noted that college students have returned to town.

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5. Holiday Preview 9:10am

1. S.McGinnis and J.Dudley lead the presentation covering the upcoming holiday season.
2. Santa Parade and Tree Lighting on 11/27
3. Family Programming, this year three distinct modes of communication to improve communication. S.McGinnis continued to outline events and new additions for the season.
4. J.Dudley spoke to advertising and marketing. Print ads, TV ads, Digital ads and Radio ads
5. S.McGinnis and J.Dudley spoke to other community initiatives. Burlington after 5, new website that will show what businesses will be open after 5pm during the holiday season.
6. Shop Local get Rewarded, new program. L.Magoon and S.Beal asked questions about the new program.
7. All of the winter programming to be wrapped into Winter in the City; this will work the same way Summer in the City worked.
8. Questions:
 - a. S.Beal, asked for physical material to encourage business to business support. M.Bouchett voiced support for in-person marketing.
 - b. E.Monsen said that, "digital receipts would be better than paper". Also spoke to concerns about using QR codes for votes and how might we improve voting accuracy. S.Beal responded, asked if there needed to be a "winner" or if there are other ways to encourage participation. E.Monsen voiced support for "Best in Category" approach.
 - c. L.Magoon suggested that if stores knew what each other offered, this could increase business. S.Beal commented that a map might help with this. K.Alnasrawi voiced that there has been unwillingness in the past by businesses to participate in such a map. C.Haessly suggested that a digital kiosk or app/website might work well for this.
 - d. S.Beal asked if a holiday trolley, bus or shuttle service from UVM might encourage people who are afraid to park downtown. "Holiday Express" style.
 - e. Holiday conversation evolved into broader conversation about unique downtown transportation in general.

6. Letter to Governor Scott Requesting Support for the Marketplace

1. L.Magoon spoke with concerned constituents and the idea to send a letter to the governor was proposed. Pulling from the feedback from the community, Linda drafted a letter.
2. C.Haessly spoke to what he has heard from outside Burlington that the current problems were in part created by the decisions made by the City and that we have a responsibility to fix these issues before or in conjunction with state support. Chris suggested changes to language in the letter to reframe the points made.
3. S.Beal, "Burlington's unhoused and drug issues are Vermont's unhoused and drug issues" Stated that we need to make this clear in the letter.
4. S.Beal continued to comment on the proposed 100-bed shelter and the need to push for this. B.Holt added that they do not believe that a 100 bed shelter is a good idea, too many people in one location. They also stated that direct communication with state police and BPD needs to happen to improve enforcement downtown.
5. B.Holt echoed what S.Beal has said earlier, that "these issues are not just Burlington issues but are Chittenden county issues".

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6. K.Alnasrawi responded to B.Holt, CVOEO indicated that they would be unable to run multiple separate shelters. Acknowledged that a shelter of this size is not the current standard of care but is needed for the current emergency. Continued to speak to state police presence and how they are not allowed to respond to calls for service or enforce ordinance such as open container etc.
7. Conversation turned back to the letter and what should be included. Timetable, election year and tone of letter all being considered by all commissioners. C.Haessly identified two aspects of the letter starting a real dialog with the state and request of resources for the city. Discussion continued and a motion to table the letter was posed.

10:20am

Action: Proposition to table letter to the Governor until 9/30

Motion by: C.Haessly

Seconded by: S.Beal

Vote: Passes (Abstention by L.Magoon)

Vote to be taken on September 30th. The letter to be circulated and changed made prior to the meeting and subsequent vote.

7. Reports 10:22am

1. Treasurer's Report

- M.Bouchett gave the report in the absence of a Treasurer. 11% into budget year and 11% of budget spent.

2. Director's Report

- S.McGinnis gave report on Mainstreet America. Burlington was the case study for this workshop. S.McGinnis continues to work with the MSA team to develop strategies, etc. Overarching theme was safety and security. Very positive experience for all in this workshop.
- Discussed Mayor's meeting with Burlington businesses last month. Primary focus of this meeting was safety and security.
- Discussed Hot Spots group, made up of members of each city department focused on specific areas causing issues throughout the city. These include, road closures, city hall park disturbances, etc.
- Spoke to second round of police chief interviews moving forward.
- Gave recap of upcoming CSM events.
- Additional bollards have been ordered.
- No updates on CSM vacancies.

3. Chair's Report

- M.Bouchett announced the departure of J.Dudley to the commission.
- Spoke to his work with S.McGinnis into CSM foot traffic data. Goal to set benchmark and project to be continued into the future.
- Discussed wayfinding with S.McGinnis. Looking into digital boards for CSM
- Gave update on vacancy of Treasurer seat. No applicants have yet to be identified.

8. Adjournment

Action: Motion to Adjourn

Time of Adjournment: 10:43am

Motion by: C.Haessly

Seconded by: S.Beal

Vote: Unanimous

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