

**Downtown Schenectady Improvement Corporation/  
Downtown Special Assessment District  
Board Meeting Minutes  
August 26, 2014**

**Attending:** Austin Fisher, Chris Spraragen, Heather Peterson, Jack McDonald,  
Joe O'Connor, Rudy Grant, Scott Johnson  
**Absent:** Richard Antokol, Sid Ramotar  
**Staff:** Jim Salengo, Colleen Merays

**Downtown Schenectady Improvement Corporation**

Chris Spraragen opened the meeting at 8:22am.

**1) Approvals - All**

**a) Meeting Minutes** – Chris Spraragen asked for a motion to approve the June 24, 2014, board meeting minutes.

*Heather Peterson made a motion to approve the June 24, 2014, meeting minutes. Rudy Grant seconded the motion. All in favor.*

**2) Finance - All**

**a) May 2014 Financials** – Jim Salengo reviewed the financials and answered questions. Colleen Merays noted that we added a Metroplex Equipment Grant line under income to offset the cost of Bobcat repairs.

**3) Executive Director's Report – Jim Salengo**

**a) Outdoor Program**

- i) **Staffing** – One of the daytime crew members transitioned into the overnight watering position, and we hired a new full-time daytime crew member.
- ii) **Special Projects** – The DSIC recently completed our joint project with Metroplex and the City of Schenectady to refurbish 30 trash receptacles in downtown. Additionally, the outdoor crew recently pressure washed under the State Street train bridge and hung 68 new Downtown Schenectady banners along Erie Blvd.

Austin Fisher inquired about the maintenance of Erie Blvd. Joe O'Connor noted that it is the City's responsibility to maintain Erie but that Metroplex is currently stepping in to assist. A committee is in place to review plans for Erie's long-term maintenance.

Austin F. inquired about progress on a committee to review the efficiency of the DSIC's outdoor program. Joe O'C. described the 24/7 Downtown Maintenance Committee that meets regularly and the online web portal used for reporting and resolving issues. Jim Salengo will ask outdoor program supervisor Joe Diamond to put together a wish list for the program that the board can refer to during discussions for the 2015 work plan and budget.

**b) Marketing /Communications**

**i) Publications**

- 1) **2014 Annual Report** – The DSIC's 2014 Annual Report was printed for the Annual Meeting in July and copies are available.
- 2) **New Visitor Guide & Map** – The new 2014-2015 guide is at the printer; copies should be available in 2-3 weeks.

- 3) **Explore Downtown Schenectady** – The next issue is scheduled to come out this Friday, August 29 in the *Daily Gazette* as a tab insert.

ii) **Promotions**

- 1) **2014 Wing Walk** – The 3<sup>rd</sup> Annual Wing Walk takes place Thursday, October 2 from 5-8pm. We are partnering again on the event with the Schenectady County Visitors Agency. New this year, we will also partner with DeCrescente Distributing to help spread the word about the event and provide giveaways.
- 2) **GCAR** – The Greater Capital Association of Realtors (GCAR) will host their Annual Conference at Proctors on September 10, 2014. The DSIC and Chamber are coordinating two promotional opportunities for downtown restaurants: A “Dine Around” for that evening and an “On the House” promotion, where restaurants agree to give a free appetizer with the purchase of an entrée during a future visit.

4) **New/Old Business - All**

- a) **Strategic Planning** – Heather Peterson inquired about board member progress with individual surveys as part of the DSIC’s 2015 planning process. Jim Salengo noted the need to build a 2015 work plan to inform the budget. Based on timing considerations, a 2015 board planning retreat will be scheduled for Friday, September 19 from 12-4pm. Details and location TBD.
- b) **2015 Budget Timeline** – Jim Salengo stated that the board needs to adopt a draft budget at their October Board meeting so it has time to go through the City Council approval process.

*Rudy Grant made a motion to close the DSIC meeting. Scott Johnson seconded the motion. All in favor. Board meeting closed 9:32am.*

Chris Spraragen opened the DSAD meeting at 9:32am.

No new business.

*Rudy Grant made a motion to close the DSAD meeting. Joe O’Connor seconded the motion. All in favor.*

Meeting closed at 9:43am.