

**Downtown Schenectady Improvement Corporation/  
Downtown Special Assessment District  
Board Meeting Minutes  
January 30, 2015**

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

**Downtown Schenectady Improvement Corporation**

Richard Antokol opened the meeting at 3:33pm.

**1) Approvals - All**

- a) Meeting Minutes - Richard Antokol asked for a motion to approve the November 25, 2014, board meeting minutes.

*Joe O'Connor made a motion to approve the November 25, 2014, board minutes; Heather Peterson seconded the motion. All in favor.*

**2) Finance - All**

- a) **2014 Financials** – Jim Salengo reported that the December 2014 financials are late due to a personal situation with our bookkeeper, but we should have final figures soon. Please contact Jim if you are interested in preliminary numbers.
- b) **Building Block Party** – Colleen Merays reported that the net revenue for the 2014 Block Party is approximately \$39,824, which is an increase of \$4,023 over 2013. This does not factor in staff time; we will begin tracking staff time for DSIC programs this year.
- c) **NY State Contract** – Jim Salengo reported that this year we should see a 50% decrease in the cost of the EEM work phones due to joining the state contract. This will amount to about \$100/month in savings. We will review potential state contract savings for other purchases/services throughout the year.

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

**a) Outdoor Program**

- i) **Proposed new Banner Program** – We are proposing a new 2015 banner program that would honor local veterans, suggested by City Council member John Ferrari. Businesses or individuals could sponsor the banners. We would partner with Veterans of Foreign Wars on Union Street to promote the program. The goal would be to display them from just before Memorial Day in mid-May to just after Veterans Day in November.
- ii) **New Hire** – We just hired a new outdoor employee to replace one that we opted not to continue with following his intro period. Jack McDonald noted that the outdoor staff did a great job in cleaning up after the last snowstorm.

**b) Marketing /Communications**

- i) **Recap-Small Business Saturday** – Colleen Merays reports that in partnership with the Chamber and Upper Union Street BID, we had 40 businesses participate. Free giveaways were provided by American Express. The total cost to the DSIC was \$224. Austin Fisher suggested surveying the businesses to track sales for this day.

- ii) **City Hall-iday** – Colleen Merays issued a report on the event that took place December 6, 2014. The free event was centered in and around City Hall. A raffle drawing allowed us to track data from 118 entries; 78% of respondents were from Schenectady. It was a very busy day; there was a 20% increase in photos with Santa over 2013 despite this year’s event being one hour shorter.
- iii) **2015 Restaurant Week** – Takes place February 23 – March 1. We are once again partnering with the Chamber on this promotion. To date, 25 restaurants are participating; 16 of them are in downtown.

**4) Discussions**

- a) **Rivers Casino** – Brief discussion of opportunities for the DSIC and downtown with the coming of the casino, as well as the DSIC’s role in advocacy for local development projects.
- b) **Personnel Discussion** – Richard Antokol asked for a motion to enter into executive session at 4:19pm.

*Austin Fisher made the motion to enter into executive session; Heather Peterson seconded the motion. All in favor.*

*Jack McDonald made a motion to close the executive session; Joe O’Connor seconded the motion. All in favor. Executive session closed at 5pm.*

*Joe O’Connor made a motion to adjourn the DSIC meeting; Austin Fisher seconded the motion. All in favor. Board meeting closed at 5:01pm.*

*Richard Antokol opened the DSAD meeting at 5:02pm.*

*No new business.*

*Heather Peterson made a motion to close the DSAD meeting; Austin Fisher seconded the motion. Meeting closed at 5:03pm.*