

**Downtown Schenectady Improvement Corporation/
Downtown Special Assessment District
Board Meeting Minutes
November 26, 2013**

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

Downtown Schenectady Improvement Corporation

Richard Antokol opened the meeting at 8:37am.

1) Approvals

- a) **Meeting Minutes** – Richard Antokol asked for a motion to approve the October 29, 2013 meeting minutes.

Heather Peterson made a motion to approve the October 29, 2013 meeting minutes. Scott Johnson seconded the motion. Motion passed unanimously.

2) Finance

- a) **October 2013 Financials** – Jim Salengo & Colleen Merays reviewed the financials and answered questions.

3) Programming Updates

- a) **Holiday Business Promotions** – Jim Salengo and Becky Jarczyński reviewed details of the Holiday Shopping Pass Program and the Window Decorating Contest. Last year we had \$48K in completed Shopping Pass cards returned. More cards than this are distributed; this amount only takes into account cards that are fully stamped and turned in for the prize drawing. Cross promotion among participating businesses is important to the program's success. Discussion continued.

- b) **Holiday Open House** - Jim Salengo described the activities and promotions for the annual downtown event scheduled for December 7 and answered questions.

4) New/Old Business

- a) **December Board & Staff Lunch** – Board members present decided to hold the annual holiday lunch on Friday, December 20 at noon at The Bier Abbey.

- b) **EEM Outdoor Program** – Jim Salengo stated that he has not yet confirmed a 2014 EEM grant amount with Metroplex. He has started summarizing the weekly activities of the outdoor program staff and sending reports to Metroplex. Metroplex is looking at possibly funding a downtown fix-up program in 2014, which may allow us access to more resources. Austin Fisher reintroduced the idea of forming a committee to review the efficiencies of the DSIC's outdoor program and make recommendations. He asked if we could have committee members in place by our December board meeting.

By unanimous consent, the board voted to form a committee to review the DSIC's outdoor program.

- c) **Strategic Planning** – Heather Peterson contacted Amy Amoroso from the NYS Small Business Development Center about facilitating some strategic planning for the DSIC/DSAD board. Heather is getting in touch with Amy’s colleague Kate and will email the board when she has more information. Discussion continued.

Austin Fisher made a motion to close the DSIC meeting. Sid Ramotar seconded the motion. All in favor. Meeting closed at 9:11am.

Downtown Special Assessment District

Richard Antokol opened the DSAD meeting at 9:12am.

Richard reported that the 2014 DSAD budget was voted on and approved by the City Council on November 25.

Scott Johnson made a motion to close the DSAD meeting. Chris Spraragen seconded the motion. All in favor. Meeting closed at 9:13am.