

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

Attending: Richard Antokol, Janet Hutchison, Jack McDonald, Chris Spraragen,
Sid Ramotar, Joe O'Connor, Austin Fisher
Absent: Rudy Grant
Staff: Jim Salengo, Gail White, Becky Jarczyński, Joe Diamond

Downtown Schenectady Improvement Corporation

Richard Antokol opened the meeting at 8:35am.

1) Approvals

- a) **Meeting Minutes** - Richard Antokol asked if everyone had read the minutes of the February 26, 2013 board meeting and if there were any comments.

Janet Hutchison made a motion to approve the minutes from February 26, 2013. Richard Antokol seconded the motion. Motion passed unanimously.

2) EEM

- a) **Supervisor Joe Diamond** – Jim Salengo introduced Joe Diamond, EEM supervisor, and opened the floor for questions and discussion. EEM staff is currently focused on cleaning issues related to the transition from winter to spring. The board asked Joe to identify any EEM issues that he feels the board should address.

3) Committee/Program Reports

a) **Finance**

- i. **February 2013 Financials** – Jim Salengo reviewed the financials; board members were asked to contact Jim or Colleen with questions.

- b) **Design Services** – Jim Salengo requested approval to renew the DSIC's design services contract with The Creative Advantage. Last year, they donated more than \$20K in additional services over and above the contract amount of \$15,000. We will receive I Love NY money again this year to offset visitor guide expenses including design.

Joe O'Connor made a motion to approve the 2013 design services contract with The Creative Advantage. Janet Hutchison seconded the motion. Motion passed unanimously.

3) Executive Director's Report

- a) **2013 Board Nominations** – The board nominating committee met last week. We received one formal self-nomination by the deadline and a letter of interest after the deadline. Committee members recommended other potential candidates. Jim Salengo is scheduling appointments with potential candidates and will send nominating committee results to board members before the April meeting.
- c) **Website Update** – Efforts to schedule a face-to-face meeting with our vendor were unsuccessful. The vendor has ended her involvement with the project and transferred all the website files to us. We have shared the files with The Creative Advantage and they have

confirmed that they are able to work with them. We are waiting on cost estimates to produce a final product and host the site.

- e) **Programming Updates** – The Spring 2013 *Explore Downtown Schenectady* magazine should be delivered this week. DSIC staff time to produce the magazine is split about 50/50 with Gazette staff. The 2013 *Dining Guide* is close to being completed. The Marketing 101 business development seminar is being held this Thursday, March 28 at 8:30am at Proctors. Approximately 18 people are registered.

4) New/Old Business

- a) **Ambassadors** – Joe O’Connor reviewed recent activities with the City Mission’s Downtown Ambassador program, including a fundraiser this Wednesday at Johnny’s Restaurant as well as goals to expand the program and provide additional hospitality and neighborhood watch training. DSIC EEM staff could participate in the trainings. The City Mission’s Mike Saccocio was recommended as a future board meeting guest.
- b) **Assessment** – Jack McDonald noted there were some increases in DSAD assessment fees for 2013 despite a flat levy amount. This is due to fluctuations in assessment formula factors (total parcels, square footage, frontage). DSAD factor data is generated by the City each year; DSIC staff just runs this data through the formula. Jack suggested staff time to determine DSAD fees earlier in the year. Discussion continued; no board action taken.

Joe O’Connor made a motion to adjourn the meeting. Janet Hutchison seconded the motion. Motion passed unanimously.

Meeting closed at 9:45am.

Downtown Special Assessment District

Richard Antokol opened the DSAD at 9:45am.

There is no new business for the DSAD.

Joe O’Connor made a motion to close the DSAD. Janet Hutchison seconded the motion. Motion passed unanimously.

DSAD closed at 9:46am.