

**Downtown Schenectady Improvement Corporation/
Downtown Special Assessment District
Board Meeting Minutes
March 31, 2015**

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

Downtown Schenectady Improvement Corporation

Richard Antokol opened the meeting at 8:30am.

1) Approvals - All

- a) Meeting Minutes - Richard Antokol asked for a motion to approve the February 24, 2015, board meeting minutes.

Chris Spraragen made a motion to approve the February 24, 2015, board minutes; Rudy Grant seconded the motion. All in favor.

2) Executive Director's Report – Jim Salengo/All

a) Outdoor Program

- i. Spring Cleanup** – We have been using the ride-on sweeper machine acquired from Metroplex to clean up gravel on sidewalks leftover from winter; so far it is working well.
- ii. Staffing** – David “Red” Serra has left the DSIC to once again work for the city; he will be a good resource for us in General Services. New hire Darren Wilson started last week.
- iii. Hometown Heroes Banner Program** - Colleen Merays reported that we have 38 banners sponsored to date; SEFCU has sponsored 15 of them. Currently, we have eight military honorees assigned to banners and are seeking nominations for others. The Gazette will feature an article on the program this Thursday. Nominating/sponsorship information is due by April 10. Banners will be up by May 15 and will remain through mid-November. Every pole on State Street from Nott Terrace to S. Church St. that does not have a flower basket will have a banner. Time Warner Cable News will be doing a story on WWII veteran Charlie Merriam, father of Brian Merriam of Merriam Insurance.

b) Marketing /Communications

- i. Restaurant Week Results** – Jim distributed a press release and an article from the Gazette on this year's results. Notable stats include a 17% increase in customer spending, a record \$330,000 economic impact, and a 7% increase in customers visiting from outside of Schenectady County.
- ii. Schenectady Dining Guide** – The 2015 Dining Guide is currently at the printers and should be available by the end of April. 25,000 guides are being printed.
- iii. New Social Media** – Jim shared social media statistics for the past month compiled by Aray Montalvan-Till (part time social media consultant): Our Facebook page has had 237 new Likes; our Twitter page has 74 new Followers.
- iv. New Website** – We had our first planning meeting with Don Reisinger of D2 Media Consultants to revamp our website. We will be switching to Logical Net for website hosting.

c) Taking Care of Business Fundraiser

- i.** The DSIC's fundraiser for businesses impacted by the Jay Street fire is scheduled for April 1, 5-8pm, at Key Hall at Proctors in partnership with Mazzone Hospitality. SEFCU has

purchased 100 tickets; we are now expecting 300-400 guests. Jim has spoken with Metroplex about the needs of the affected businesses and will meet with them again for guidance on the distribution of funds.

d) New/Old Business

- i. Downtown Survey** – Jim Salengo and Colleen Merays have met regarding the survey. The survey will use information that Heather Peterson gathered from board and staff input last year. Final suggested questions, wording, format, etc., will be shared with the board at the next meeting.
- ii. Board Terms 2015** – Jim discussed the possibility of forming an “advisory board” comprised of non-voting members that can actively contribute and be considered when a board opening occurs. The three-year terms of Jack McDonald and Joe O’Connor are up for renewal this year; Sid Ramotar has stepped down and his position is vacant. We need to update and clarify the board nominating process; in the meantime, a simple notification can be sent out regarding the vacancy.
- iii. Officers 2015-2016** – The board needs to nominate a slate of officers to be voted on at the Annual Meeting in July. Thank you to Rudy Grant for stepping up to fill the vacant position of Treasurer created when Sid Ramotar resigned.

Jack McDonald made a motion to adjourn the DSIC meeting; Chris Spraragen seconded the motion. All in favor. Board meeting closed at 9:30am.

Richard Antokol opened the DSAD meeting at 9:30am.

No new business.

Joe O’Connor made a motion to close the DSAD meeting; Jack McDonald seconded the motion. Meeting closed at 9:31am.