

**Downtown Schenectady Improvement Corporation/
Downtown Special Assessment District
Board Meeting Minutes
April 29, 2014**

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

Downtown Schenectady Improvement Corporation

Richard Antokol opened the meeting at 8:30am.

1) Approvals

a) Meeting Minutes - February 25 & March 25, 2014 – Richard Antokol asked for a motion to approve the February 25, 2014 board minutes.

Rudy Grant made a motion to approve the February 25, 2014 meeting minutes. Joe O'Connor seconded the motion. All in favor.

Richard Antokol asked for a motion to approve the March 25, 2014 board minutes.

Rudy Grant made a motion to approve the March 25, 2014 meeting minutes. Joe O'Connor seconded the motion. All in favor.

b) 2014 Design Services Contract – Jim Salengo reviewed the annual agreement with The Creative Advantage, Inc. The contract is \$15,000 once again for all of our design services for the year. Last year, The Creative Advantage donated additional design services in the amount of \$23,871 over and above our contracted amount.

Rudy Grant made a motion to approve the 2014 contract for design services with The Creative Advantage in the amount of \$15,000. Joe O'Connor seconded the motion. All in favor.

c) 2014 Printing Services Contract – Jim Salengo noted that our overall printing needs this year are somewhat less than last year. Our printing RFP received one response this year from Palmer's Press in Glenville. The amount was \$5,407, which will save us about \$200 over our printing budget. This year's printing RFP included the Dining Guide, the cost of which will be offset by revenue from Restaurant Week and I Love NY.

Jack McDonald made a motion to accept the Printing Services Contract with Palmer's Press in the amount of \$5,407. Scott Johnson seconded the motion. All in favor

d) 2014 Flower Purchase - Colleen Merays noted that the flowers have been ordered and will be installed at the end of May. We had two responses to our RFP; the low bidder was Dehn's Flowers from Saratoga. The proposal included the hanging baskets and flowers for planters.

Heather Peterson made a motion to accept the proposal from Dehn's as the provider for the flowers for 2014. Sid Ramotar seconded the motion. All in favor.

2) Finance

- a) **March 2014 Financials** – Jim Salengo & Colleen Merays reviewed the financials and answered questions.
- b) **2013 Audit Update** – Jason Marra from Cusack & Company was here for two days last week and worked with Carolyn Sabol, our bookkeeper. He is done and everything went smoothly.

3) Executive Director's Report – Jim Salengo

a) Outdoor Program

- i) **Bobcat Repairs** – Our Bobcat Toolcat is in need of major rust repairs and a new bed. Our best quote was from Better Body Works for approx. \$8,500. Colleen made a deal with Finke & Sons to trade a new salter attachment we were not using for a new bed plus \$1,500 cash. Jim will see if Metroplex can assist with repair costs, as they originally purchased our equipment. Joe O'Connor suggested we store our Bobcats in the municipal parking garage when not in use. He will talk to Metroplex about this.
- ii) **Outdoor Greenmarket** – This year the Greenmarket will help finance the one person we supply to help them set up and break down the market on Sundays. The estimated cost to us is \$1,000. They will pay us \$500; the balance will be made up through in-kind services.
- iii) **Sponsored Seasonal Banners** – The new spring banners are being installed today. This year, 25 new poles on Erie Boulevard will have a hanging basket on one arm and a banner on the other. These will be clustered at intersections.
- iv) **Spring Projects** – The 24/7 downtown maintenance group's internal online reporting system is up and running and monitored by Metroplex, who then direct any issues to the appropriate group. Jim is working with Metroplex on getting access to a ride-on sweeper and vacuum being stored at the parking garage that may be useful to us in cleaning downtown's sidewalks.

b) Marketing /Communications

i) Publications:

- 1) **Explore Downtown Schenectady** – The next issue is scheduled to go out June 20 and will cover June/July/August. If board members have story ideas, please let Jim know.
- 2) **2014 Dining Guide** - The Dining Guide, produced in partnership with the Chamber, is being delivered today.

ii) Events/Promotions

- 1) **Merchant Mash Up - Spud Challenge** – Takes place Thursday, May 15 from 5-8pm. Food tastings this time will be focused on one main ingredient - the potato. There will be live music and other in-store activities.
- 2) **Lower Union Street Festival** - Lower Union Street plans to hold a festival on June 22. We are assisting with coordination and planning. Union Street would be closed from Lafayette to Jay Street. They are hoping to get some higher end vendors to participate.

4) New/Old Business

- a) **Strategic Planning** – Heather Peterson distributed a handout and explained next steps. A meeting was scheduled for May 7 at 8:15am to review the process and sample questions. Jim will send out an email reminder of the meeting.
- b) **Board Meeting Time** – Future board meetings will take place at 8:15am to better accommodate some board members' schedules. Jim reminded members that the May board meeting will take place on Wednesday, May 28 to allow for a preparation day following the Memorial Day holiday.

Chris Spraragen made a motion to close the DSIC meeting. Heather Peterson seconded the motion. All in favor. Board meeting closed 9:30am.

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

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 9:31am.