

**Downtown Schenectady Improvement Corporation/
Downtown Special Assessment District
Board Meeting Minutes
May 28, 2014**

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

Downtown Schenectady Improvement Corporation

Richard Antokol opened the meeting at 8:15am.

1) Approvals

a) Meeting Minutes – April 29, 2014 – Richard Antokol asked for a motion to approve the April 29, 2014 board minutes. Jack McDonald requested language be added describing why we do not bid out the design services contract and why there will be only one flower basket on the new Erie Boulevard poles instead of the usual two.

Heather Peterson made a motion to approve the April 29, 2014 meeting minutes with amendments. Austin Fisher seconded the motion. All in favor.

Finance

a) April 2014 Financials – Jim Salengo & Colleen Merays reviewed the financials and answered questions. The maintenance and repair line item is high because of work done on the Bobcat Toolcat utility vehicle. Metroplex has indicated a willingness to assist with Bobcat repair costs.

2) Executive Director’s Report – Jim Salengo

a) Outdoor Program

- i) **Staffing Updates** – We have a new employee, David “Red” Serra, who was referred to us by Jeremy Howard from the City of Schenectady.
- j) **Bobcat Repairs** – The Bobcat Toolcat is at Better Body Works for rust repairs. They are loaning us their pickup truck to help out with the Greenmarket on Sundays until we have the Bobcat back.
- ii) **Flower Installation** – Flower baskets are up and Colleen and Gail will be planting the street planters on Friday.

b) Marketing /Communications

i) Publications

- 1) **Explore Downtown Schenectady** – The next issue is scheduled to be inserted into the June 20 Daily Gazette and will cover late June, July and August. If board members have story ideas, please let Jim know.

ii) Events/Promotions

- 1) **Merchant Mash Up - Spud Challenge** – The Merchant Mash Up on May 15 went smoothly and the businesses were very pleased with the audience and results. We charged a nominal fee for participation for the first time; the newspaper story focused only on the fee and attendance and not the promotion itself. ACTION: Create a summary comparing this and past Mash Up promotions.

4) New/Old Business

- a) 2014 Annual Meeting** – Jim suggested changing up the Annual Meeting from a formal breakfast presentation to a more informal after work mixer. Details and date TBD.
- b) Strategic Planning** – Heather Peterson passed out packets to be used for strategic planning interviews and explained them. She asked that each board member interview five people from the list and complete them by the next board meeting to see what, if anything, should be changed in the process. Richard Antokol thanked Heather for her work in putting this together.
- c) 2014 Building Block Party** – Our annual fundraiser will be held on November 6 at Proctors. Jim and Colleen discussed some of the format changes, as well as a list of potential honorees. The board requested that the staff present them with a final slate of honorees for approval. ACTION: Slate will be presented for approval at the next board meeting.

Chris Spraragen made a motion to close the DSIC meeting. Heather Peterson seconded the motion. All in favor. Board meeting closed 9:38am.

Richard Antokol opened the DSAD meeting at 9:38am.

No new business.

Austin Fisher made a motion to close the DSAD meeting. Chris Spraragen seconded the motion. All in favor.

Meeting closed at 9:39am.