

**Downtown Schenectady Improvement Corporation/  
Downtown Special Assessment District  
Board Meeting Minutes  
September 30, 2014**

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

**Downtown Schenectady Improvement Corporation**

Richard Antokol opened the meeting at 8:37am.

**1) Approvals - All**

**a) Meeting Minutes – August 26, 2014** – Approval of board minutes was tabled until the next meeting due to lack of a quorum.

**2) Finance - All**

**a) August 2014 Financials** – Jim Salengo asked the board to review the financials and let him or Colleen know if there were any questions.

**b) Building Block Party** – We have slightly surpassed last year in corporate sponsorship and Honorary Committee donations. We are in need of silent auctions items; Richard Antokol agreed to donate a jade plant once again for the silent auction.

**3) Executive Director's Report – Jim Salengo**

**a) Outdoor Program**

**i) Flowers, leaves, banners** – The summer flowers have all been removed. Neil Boers from the City Mission was hired for seasonal work and then transitioned into the watering position; he did a great job and has indicated a desire to come back next year. New banners will be going up on Erie Blvd. tomorrow. The outdoor team has developed a good cleaning process using leaf blowers and the street sweeping machine. Using more automation is working out well.

**b) Marketing /Communications**

**i) Promotions**

**1) 2014 Wing Walk** – The 3<sup>rd</sup> Annual Wing Walk takes place on Thursday and there has been a lot of good buzz about it. 16 restaurants are participating; the cost is \$8 adults/\$5 students. Tickets are available online through Proctors; ballots must be picked up at Proctors the night of the event. At the end of the evening, all ballots will be picked up and counted by DSIC staff and a press release will be sent out announcing the winner.

**2) Small Business Saturday, Nov. 29** – We are partnering with the Chamber on a bigger promotion this year and have participation materials going out to businesses soon.

**3) Holiday Open House** – This year the focus will be primarily on the activities in and around City Hall; it will be more of an event than a business promotion.

**4) Stockade-a-thon** – The event is November 9 and will start and end in Downtown Schenectady for the first time. We will have a downtown promotional table at the event and are working with businesses to gather materials.

**4) New/Old Business - All**

**a) 2015 Budget Planning Dates** – The board needs to adopt a draft budget by the end of October so it has time to go through the City Council approval process. The following dates were decided upon for budget review sessions:

- Wednesday, October 15 at 8:15am
- Wednesday, October 22 at 8:15am
- Tuesday, October 28 at 8:15am (regular board meeting; possible budget vote)
- Thursday, October 30 at 8:15am (if another time is needed)

***Board meeting closed 9:25am.***