

**Downtown Schenectady Improvement Corporation/  
Downtown Special Assessment District  
Board Meeting Minutes  
February 23, 2016**

**Attending:** Heather Peterson, Chris Spraragen, Carmel Patrick,  
Lori Selden, Rudy Grant  
**Absent:** Richard Antokol, Austin Fisher  
**Staff:** Jim Salengo, Colleen Merays, Gail White, Derek Laing (Intern)

**Downtown Schenectady Improvement Corporation**

Heather Peterson opened the meeting at 12:04pm.

**1) Approvals**

- a) **Meeting Minutes: January 26, 2016** – Heather Peterson asked for a motion to approve the minutes from the January board meeting.

*Rudy Grant made a motion to approve the board minutes from January 26, 2016. Lori Selden seconded the motion. All in favor.*

**2) DSIC/DSAD Board Structure**

a) **Board Vacancies** –

i) **Potential Candidates:** Jim Salengo received one inquiry from the information about our two board vacancies that was included in the DSIC’s weekly email; he replied but has not yet heard back. Board members suggested names of several other potential candidates. Jim will follow up with suggested candidates.

ii) **Nominating Process/Timeline** – Jim asked for volunteers to form a sub-committee for board nominations. Rudy Grant and Carmel Patrick volunteered. The process should be wrapped up by April. The board also discussed including our three 2016 board renewals in the same process. The committee will work out the details and report back to the board.

- b) **Board Committees** – Jim will reach out to individuals for other board committees that will be meeting soon. We have various projects on the horizon from people that have reached out to us.

**3) Executive Director Report**

a) **Marketing and Communications**

i) **Schenectady Soup Stroll** –The turnout was amazing, as was the weather. There was no cost to the DSIC other than a limited amount of staff time. We may have to look at the Soup Stroll’s “pay as you taste” model as the new model for the Wing Walk in October. If we change the model, we will have to secure cash sponsors to offset our costs.

ii) **Schenectady Restaurant Week: February 22-28** – A reporter from WTEN News 10 spent the morning at the DSIC office with Jim today promoting Restaurant Week on the air; she had seen a Restaurant Week promotional table tent at Mexican Radio the previous day. We will compile results and report back on the overall impact of Restaurant Week during our next meeting.

iii) **2016-17 Dining Guide** – It will have a completely new, more modern design. It will be ready in early April.

iv) **2016-17 Visitor Guide and Map** – Jim is working on securing ads, as well as on a new design. We will be printing at least 10,000 more copies this year, for a total of 60,000. Ready for May 1.

**b) Outdoor Program**

**i) Summer Flower RFP** – Dehns’ of Saratoga was the successful bidder for the flowers this year. We are slightly over the proposed 2016 budget, as we have 50 more baskets this year and the price per basket went up slightly for the first time in two years. There will be 25 new street planters on lower Union Street this year. We do not have to plant them, but we will have to water them. We could consider sub-contracting out to the city and other not for profits for watering services.

**ii) Electric Vehicles Support Grant** – Jim met with a rep from the city’s engineering department about providing a DSIC support letter for their plans to increase electric vehicles in their fleet. They also discussed the DSIC’s plan to pursue an electric vehicle for the outdoor program this summer.

**4) New/Old Business –**

- a) Lori Selden has been in discussions with the Schenectady Greenmarket about setting up a meeting with the market’s farmers/vendors and downtown businesses for a potential farm-to-business relationship. The DSIC will assist in sending the information out to restaurants to gauge their interest in such a relationship. A late March meeting with farmers and businesses is in the works.
- b) Jim will be coordinating a pre-planning meeting with downtown partners to prepare for the large influx of Lion King visitors from March 22-April 17.

*Lori Selden made a motion to close the DSIC meeting. Carmel Patrick seconded the motion. Meeting closed at 12:57pm.*

**Downtown Special Assessment District**

**Heather Peterson opened the DSAD at 12:57pm.**

No new business.

*Carmel Patrick made a motion to close the DSAD. Chris Spraragen seconded the motion. Meeting closed at 12:58pm.*