

**Downtown Schenectady Improvement Corporation/
Downtown Special Assessment District
Board Meeting Minutes
March 29, 2016**

Attending: Richard Antokol, Austin Fisher, Chris Spraragen, Lori Selden, Rudy Grant
Absent: Carmel Patrick, Heather Peterson
Staff: Jim Salengo, Colleen Merays

Downtown Schenectady Improvement Corporation

Richard Antokol opened the meeting at 12:02pm.

1) Approvals

- a) **Meeting Minutes: February 23, 2016** – Richard asked for a motion to approve the minutes from the February board meeting.

Chris Spraragen made a motion to approve the board minutes from February 23, 2016. Lori Selden seconded the motion. All in favor.

- b) **Board Appointments** – Jim Salengo reviewed the candidates being considered for the two (2) vacant board seats: Brigitte Connors from Meeting Industry Experts, Inc., Jeffrey Desnoyers from Pioneer Bank and Jeff Morlang from Maddalone & Associates. Brigitte would like to stay involved with the DSIC, but presently does not have the time to devote to a board seat. Lori Selden, Richard Antokol and Chris Spraragen’s terms expire at the end of May 2016; each has expressed a desire to continue on the Board of Directors.

Rudy Grant made a motion to approve the DSIC/DSAD Board nominations of Jeff Desnoyers and Jeff Morlang for the two vacancies, and the nomination of Richard Antokol, Lori Selden and Chris Spraragen to new terms starting June 1, 2016. Austin Fisher seconded the motion. All in favor.

Jim will inform the candidates and prepare the nomination information for Mayor McCarthy for his consideration.

- c) **DSIC Printing RFP** – Jim Salengo reviewed the 2016 printing RFP responses. The lowest bidder was Benchmark Printing at \$10,405.

Lori Selden made a motion approve Benchmark Printing as the printer of record for the DSIC in 2016. Chris Spraragen seconded the motion. All in favor.

2) Executive Director’s Report

a) **Board Committee Meetings** –

- i) **Outdoor Program** - Jim Salengo would like to set up an initial meeting for a sub-committee to discuss the possibility of getting an electric vehicle for the outdoor program that could also be used at the Greenmarket on Sundays. Austin Fisher and Richard Antokol both agreed to serve as members of the sub-committee.
- ii) **Marketing & Communications** – Lori Selden would like to see the restaurant survey gauging interest in partnering with local farms shortened and sent to businesses outside of downtown. Through our partnerships with the Upper Union Street BID, the Capital Region

Chamber and the Scotia BID, we should be able to capture additional food service businesses for the initial survey.

- iii) **DSIC Boundaries** – We need to address this proactively and create a list of steps on addressing possible changes to the DSAD boundaries. Austin Fisher stated that we should proactively approach the City to gauge their interest in having the DSAD boundaries expanded before moving forward. Richard Antokol, Rudy Grant and Chris Spraragen said they would serve on the sub-committee.

b) Outdoor Program

i) Banner Program

- (1) **Hometown Heroes Banner Sponsorships** – There was a nice article on the program in the Daily Gazette, and we currently we have about 20 banners sponsored.
- (2) **Downtown Branding Banners** – These banners have been up for several years; many are tattered and some of them are missing in places. As a result, we have removed the remaining banners and hardware from the poles.
- (3) **New Stockade Banners** – We will be working with the Stockade Association on designing and installing new Historic Stockade banners this spring.

c) Marketing & Communications

- i) **Schenectady Restaurant Week** – Restaurant Week 2016 was very successful. The press release with results is attached to today's board packet.
- ii) **2016-17 Schenectady Dining Guide** - We have sold ads for the guide that will help to offset the cost of the printing and distribution. We will also receive a \$5,000 I Love NY Grant from the Tourism Promotion Agency to pay for a portion of the printing and distribution of the Dining and Visitor Guides.
- iii) **2016-17 Downtown Visitor Guide & Map** – We have sold \$13,850 in ads for the guide that will help to offset the cost of the printing and distribution.
- iv) **Operation Railbridge Grant** - The DSIC submitted a \$10,000 micro-grant application to the Schenectady Foundation for a more complete study on ways to enhance the Union Street Railbridge through light and sound installations. This initial grant is for a pilot project that, if successful, will encompass other downtown and City railbridges.

3) New/Old Business

- a) **2015 Audit** – The in-office work with Jason Marra from Cusack & Co. has been completed. We should have a presentation for the board at either the May or June meeting.
- b) **Lion King Planning Session** – Jim Salengo hosted a planning session with the Ambassadors, LAZ Parking, etc. for the upcoming four-week run of Lion King at Proctors.
- c) **Joe O'Connor Plaque Dedication** – The celebration on March 19 went very well. More than 80 people attend the plaque dedication at the Franklin-Liberty walkway and the after party at Johnny's.
- d) **Taking Care of Business Fundraiser** – We still have about \$5,300 remaining from last year's fundraiser, since the Executive Lounge did not reopen. It has been a year since the fire and fundraiser. Jim Salengo proposed we redistribute the remaining funds to those businesses that received them in the initial round of funding and are still in operation.

Austin Fisher made a motion to distribute the outstanding Taking Care of Business funds to the businesses that remain open, using the same percentages as the initial round of funding. Rudy Grant seconded the motion. All in favor.

Chris Spraragen made a motion to close the DSIC meeting. Lori Selden seconded the motion. Meeting closed at 1:11pm.

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Richard Antokol opened the DSAD meeting at 1:12pm.

Rudy Grant made a motion to approve the DSIC/DSAD Board nominations of Jeff Desnoyers and Jeff Morlang for the two vacancies, and the nomination of Richard Antokol, Lori Selden and Chris Spraragen to new terms starting June 1, 2016. Austin Fisher seconded the motion. All in favor.

Austin Fisher made a motion to close the DSAD. Chris Spraragen seconded the motion. Meeting closed at 1:13pm.