

**Downtown Schenectady Improvement Corporation/
Downtown Special Assessment District
Board Meeting Minutes
April 26, 2016**

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

Downtown Schenectady Improvement Corporation

Richard Antokol opened the meeting at 12:10pm.

1) Approvals

- a) **Meeting Minutes: March 29, 2016** – Richard asked for a motion to approve the minutes from the March 29, 2016 board meeting.

Chris Spraragen made a motion to approve the board minutes from March 29 2016. Rudy Grant seconded the motion. All in favor.

2) New/Old Business

- i) **Downtown Residential Open House** - Jim Salengo has met with Matt Smith from the City regarding combining a downtown residential open house with their H.O.M.E.S Fair on June 26. Gail White and our intern Derek have been working on a resource guide for new residents. Gail has also contacted six of the newer residential property owners/managers and they are all very interested in this idea. We will create a map of the various locations for people to follow. The open house will be the same time as the Greenmarket.
- ii) **2016 Annual Meeting** – This is our 15th anniversary; should we do something special? On our 10th anniversary we had a luncheon with a guest speaker. It was decided that the cocktail format would be the best. The date is July 26. Jim suggested that we consider the Doubletree hotel, since it is new and the owners have been very generous with DSIC sponsorships.
- iii) **Miscellaneous** – Our two new board nominees, along with the three current board members who have indicated they wish to stay on the board, have been forwarded to the Mayor for his review. The board discussed the lack of a food market in downtown; Heather Peterson is looking to contact SCCC to see if this is something they would be interested in. Jim has spoken with Chuck Steiner about sharing space with the Chamber, possibly in our current building. The board agreed it could be a good idea; Jim will schedule an appointment with the building's real estate brokers regarding this.

3) Executive Director's Report

a) **Board Committees**

- i) **Outdoor Program** – Jim feels that the outdoor committee is a priority because of aging equipment and the idea of expanding the DSIC boundaries. Jim plans to meet with Leesa Perazzo, Mayor McCarthy and Ray Gillen about the idea of expanding the DSIC boundaries. After eight years, some of our outdoor equipment is getting older and may need replacing soon. Jim wants to look more at the idea of an electric vehicle, which would fit in with the Mayor's new sustainability and Smart Cities initiatives.

b) Outdoor Program

- i) Hometown Heroes Banner Update** – We currently have sponsorships for about 40 banners and are looking for honorees for a number of them. We have almost 20 ready for the first round and launch. Tentative date of May 19 at 11am for the kick-off ceremony.
- ii) Summer Greenmarket Assistance** – Our Greenmarket assistance begins this Sunday when the market moves outside
- iii) 2016 Flower Program** – We are not sure if we will be able to install the hanging baskets on Lower Union Street, since incorrect poles were installed lacking the proper number of flower arms at the top. We will look into hanging one basket per pole instead of two.

c) Marketing & Communications

- i) 2016-17 Schenectady Dining Guide** – The guide has gone to the printer and should be done in a couple of weeks.
- ii) 2016-17 Downtown Visitor Guide & Map** – We have sold almost \$14,000 in advertising for the guide. It is at the printer and should be done in a couple of weeks. They will be distributed on the Thruway and around the Capital District, Saratoga, and Berkshires.
- iii) Paint The Town Purple** – We are working with the American Cancer Society on this week-long event of activities. May 20 has been designated for a happy hour on Jay Street.
- iv) Taking Care of Business Update** – The final dollar amounts have been determined and Carolyn will be cutting the checks this week. Jim is working with Persian Bite on funding a more visible and updated sign.

Heather Peterson made a motion to close the DSIC meeting. Carmel Patrick seconded the motion. Meeting closed at 1:20pm.

Downtown Special Assessment District

Richard Antokol opened the DSAD meeting at 1:21pm.

No new business.

Chris Spraragen made a motion to close the DSAD. Lori Selden seconded the motion. Meeting closed at 1:22pm.