

**Downtown Schenectady Improvement Corporation/
Downtown Special Assessment District
Board Meeting Minutes
February 28, 2017**

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

Downtown Schenectady Improvement Corporation (DSIC)

Chris Spraragen opened the DSIC meeting at 12:03pm.

1) Approvals

a) Meeting Minutes: Chris asked for a motion to approve the minutes from the January 31, 2017 board meeting.

Carmel Patrick made a motion to approve the board minutes from January 31, 2017. Jeff Desnoyers seconded the motion. All in favor.

2) Executive Director's Report

a) Outdoor Program –

i. 2017 Flower RFP – There were two bidders, Dehn's (who has supplied our flowers for the past several years) and M&K (previous owner of Verstandig's, which has also supplied our flowers in the past). M&K came in about \$1,000 less than Dehn's, so we will go with M&K for 2017. The biggest difference was the cost of the larger baskets and no charge for delivery. Jim also discussed a program he has come up with to compost our plant material at the Central Park greenhouses at the end of the season for their use. Some of this compost can be also used to top off our street planters in downtown.

ii. Warehouse – Jim and Jayme Lahut from Metroplex will be looking at a couple of potential warehouse spaces for our outdoor program, since we will have to move once development begins for the Mill Artisan District. We are looking to share space with Metroplex's parking lot maintenance program. We have also submitted the application for our 2017 Metroplex grant, which should be on their March meeting agenda.

iii. Electric Vehicle Workshop – Jim has been sitting in on workshops regarding electric vehicle charging stations for downtown and other parts of the city.

d) Marketing & Communications

i. Schenectady Restaurant Week Recap – Restaurant week went very well. Marotta's and Mexican Radio were featured on a spot with Time Warner Cable News, which helped with promotion. We hosted the menus on our website, and the site actually crashed twice from the high volume of traffic we received. The survey cards given to guests will play a huge role in tracking information for the week. We are also sending a survey to participating restaurants for their feedback. We will send a press release with final results.

ii. 2017 Print RFP – The print RFP is just about ready to go. We are changing up the format a bit to try and get more for our money through in-kind donations.

iii. 2017 Visitor Guide & Map – We will soon begin the process of updating this piece for 2017. This year, we are planning to distribute the guide further north, in addition to our current areas. We should still be able to get the \$5,000 match for this piece from I Love NY.

3) New/Old Business –

a) DSIC/DSAD Board Positions – Terms for Heather P., Austin F. and Rudy G. are set to expire at the end of May. Please let Jim know ASAP if you are interested in another term. We also need to determine 2017-18 board officer positions to be voted on at our Annual Meeting in July.

b) DSAD Boundary Research – Jim and Colleen are examining whether possible expansion of services beyond our current boundaries makes financial sense. Areas examined include Erie Blvd. from Union to Nott Street, North Jay from Union to South Ave., and Broadway from Hamilton to the I-890. Jim will be assembling the info into a paper for his MBA thesis.

c) Signage – We are working with Media Well Done on new DSIC office signage. Signage has been installed on our front door and in the lobby. Frosted panels promoting our programming and contact info will be installed in our front windows. We are also reviewing bids for a new hanging sign in front from three contractors: Ray's Signs, Olson's and AJ Signs.

d) Gateway Park – The design will be bed out soon. Our 2017 budget includes maintenance and marketing resources for the park beginning halfway through the year. The project is expected to be completed this fall.

Chris Spraragen made a motion to close the DSIC meeting. Austin Fisher seconded the motion. Meeting closed at 12:55pm.

Downtown Special Assessment District (DSAD)

Chris Spraragen opened the DSAD meeting at 12:55pm.

No new business.

Jeff Morlang made a motion to close the DSAD meeting. Austin Fisher seconded the motion. Meeting closed at 12:56pm.