

DOWNTOWN ADVISORY BOARD

Meeting Minutes

April 14, 2020

3:00PM

Online

1) CALL TO ORDER

- Meeting convened at 3:00pm by Chair Tim Fortune.

2) ATTENDANCE

- Tim Fortune, Chair
- Adam Harris, Vice Chair
- Diane Litynski, Treasurer, ABSENT
- Kelly Brunette
- Laura Cunningham
- Brandon Devito
- CJ Hagmann
- Jerry Michael
- Kathy Steinbrueck, ABSENT
- Also Attending: Jamie Konkoski, Cassandra Hopkins, Melinda Little

3) ITEMS FOR BOARD ACTION

- Approve the March 10th meeting minutes
 - Motion to approve minutes by Adam Harris, seconded by Brandon Devito, all in favor, minutes from March 10th meeting approved.

4) DISCUSSION

- Tim Fortune asked each board member to speak in turn about how they are doing
- Grant Program Updates
 - Jamie Konkoski gave an update on the current status of the NY Main Street Grant Program and the DRI- Energize Downtown Grant Program.
 - Main Street- An extension request for project deadlines has been submitted to program administrators. Questions should be directed to Jeremey Evans, Franklin County IDA Chief Executive Officer.
 - ED- The applications are in the review process. An update will be provided later in the month. Awardees will be contacted prior to the public announcement.
- SBA Programs for Small Businesses- update and Q&A
 - Jamie Konkoski pointed the board to the Village website page that lists COVID-19 small business guidance and loan resources. She stated that an email was sent out in coordination with the Saranac Lake Area Chamber of Commerce, when federal funding was first approved.

- Census Outreach
 - Jamie Konkoski updated the board on the Village's efforts to bolster U.S. Census response rates.
 - Saranac Lake has a 62% response rate in 2010.
- Downtown Promotion- social media update
 - Jamie Konkoski mentioned that the MOTG Program is still in the planning phases- updates will be provided as they become available on the 2020 season.
 - Options for moving forward with new social media initiatives was discussed.

5) OLD BUSINESS

- Spring Clean Up
 - Downtown Spring Clean Up will not be taking place this year.

6) NEW BUSINESS

None

7) ADJOURNMENT

Meeting closed at 3:55pm. Motion to adjourn by Adam Harris, seconded by CJ Hagmann.