

DOWNTOWN ADVISORY BOARD

Meeting Minutes

May 12, 2020

3:00PM

Online

1) CALL TO ORDER

- Meeting convened at 3:02pm by Chair Tim Fortune.

2) ATTENDANCE

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

3) ITEMS FOR BOARD ACTION

- Approve the April 14th meeting minutes
 - Motion to approve minutes by Adam Harris, seconded by Diane Litynski, all in favor, minutes from April 14th meeting approved.

4) DISCUSSION

- Energize Downtown Grant Awards
 - Jamie Konkoski gave an update on the current status of the DRI- Energize Downtown Grant Program. Awardees have been notified and a press release from Franklin County is in the works.
- Co-op Planters
 - Kathy Steinbrueck let the board know that an anonymous donor had contributed enough money to cover the businesses' portion of the downtown co-op planters. Businesses are being notified and a letter to the editor from Tim Fortune will go in the paper when the planters go out in late June.
- Plan for Reopening North Country- 4 Phases
 - Jamie Konkoski updated the board on the status of the North Country's reopening. If this region meets all of the benchmarks and progresses through each of the phases without setbacks, the earliest the North Country will get to phase 4 (arts, entertainment, recreation, education) is June 26th. The Village will not issue park use permits until then, and applicants will need to submit a health/safety plan for the event. Jamie Konkoski pointed the board toward the North Country Chamber of Commerce webinar series on reopening- two will be taking place tomorrow.

- Saranac Lake Area Chamber of Commerce and the North Country Chamber of Commerce have been communicating information to businesses and the general public. There is also a NY Forward website with specifics on the phases of reopening. The most important information will also be added to the Village website.
- Review Action Plan Tasks
 - The board discussed each item on the action plan and decided on the feasibility for continuing actions.
- Marketing Services vs. Destination Development
 - Tim Fortune notified the board that the Village budget has a line item for publicity services that may not be as applicable given the current circumstances. He proposed coming up with an alternative to present to the Village Board to use the allocated funding for destination development in Saranac Lake.
 - Kelly Brunette suggested spending the funding on things that will make a tangible impact in Saranac Lake such as hand sanitizer stations.
 - Jamie Konkoski suggested looking to the Parks and Trails Master Plan for a list of potential purchasing options.
 - Tim Fortune stated that this will be a stronger ask with the support of the two other advisory boards: the Parks and Trails Advisory Board and the Arts and Culture Advisory Board
 - Motion to draft a proposal to approach the Village Board with to consider using the marketing fund of \$12,500 toward a Community Enhancement Fund by Diane Litynski, seconded by Tim Fortune, all in favor, motion approved.
 - Jamie Konkoski, Adam Harris, and Kelly Brunette will start drafting a proposal for the Board.

5) OLD BUSINESS
None.

6) NEW BUSINESS

- Depot Area with Rail Trail Decision
 - Jerry Michael suggested getting involved in the plans for the Saranac Lake Depot to ensure that the Depot is ready and made a desirable area as a 'gateway' to Saranac Lake once the Rail Trail is approved and constructed.
 - Jamie Konkoski will reach out to a contact at the DEC and to Rich Shapiro for an update.
- Medallion-Type Search
 - Laura Cunningham suggested initiating a scavenger hunt similar to the medallion search that Syracuse puts on. The board will follow up via email to discuss this potential activity.

7) ADJOURNMENT

Meeting closed at 4:28pm. Motion to adjourn by Kathy Steinbrueck, seconded by CJ Hagmann.