



Village of Saranac Lake
Community Development Department
39 Main St., Suite 9
Saranac Lake, NY 12983
Phone (518) 891-4150
Fax (518) 891-1324
www.saranaclakeny.gov

Downtown Advisory Board Board Member Position Description

Two-year term

Qualifications: Members should be a downtown property owner, a downtown business owner, downtown resident, employee at a downtown business, or a downtown event representative.

Meeting Schedule: Monthly meetings with work sessions scheduled as needed for subcommittees.

The **purpose** of the Downtown Advisory Board (DAB) is to make recommendations to the Board of Trustees regarding policies, actions, events, and other matters that effect Downtown. DAB will undertake actions that support the following vision statement:

"Improve economic vitality by enhancing the experience, image and lifestyle of Downtown Saranac Lake."

Main Duties:

The Advisory Board shall have the power and be required to:

- A. Act in an advisory capacity in matters pertaining to issues, policies, and actions that affect Downtown Saranac Lake.
- B. Assist in the planning and implementation of downtown events, promotions, beautification, fundraising, infrastructure improvements, and stimulate public interest therein; and seek cooperation of public and private entities.
- C. Act as a liaison between Downtown Stakeholders and the Board of Trustees.
- D. Promote public and private cooperation in support of improvements Downtown.

Desired Qualifications:

- Avid supporter of making downtown a better place for residents to live, businesses to grow, and visitors to explore.
- Organizational talents and interest in planning projects and developing areas of cooperation within the community, creating communication and promotion strategies, and proposing funding sources for special projects.
- Knowledge and/or interest in downtown, small businesses, beautification, event planning, and other community outreach.
- Previous experience with the creation of social media content and other promotional material.
- Ability to strategize on how to sequence the implementation of recommendations and priority projects.
- Willingness to attend subcommittee meetings as needed.
- Skills related to identification of funding opportunities and/or grant writing/editing.

Interested candidates should email a letter of interest highlighting their background, skills, and interests, especially those related to social media, marketing, promotion and fundraising by January 31, 2020 to comdev@saranalakeny.gov

Questions should be directed to Jamie Konkoski, Community Development Director at (518)891-4150 ext. 235 or comdev@saranalakeny.gov