

DOWNTOWN ADVISORY BOARD

Work Session

March 9, 2022

9AM

Attendance:

- Jerry Michael, Jacob Kipping, Sue Smith Zukin, CJ Hagmann, Jess Ackerson, Amy Catania
- Also Attending: Village Staff: Cassandra Hopkins; Ex Officio: Kelly Brunette

1. February 9, 2022 meeting summary approved by Sue Smith Zukin, seconded by CJ Hagmann.
2. 2022 Officers: DAB discussed the position of vice chair and will find a candidate before the next meeting.
3. WiFi Update: The free public WiFi is working in Riverside Park and at the Lake Flower Boat Launch. DAB is interested in placing a sign at each location. Jerry Michael to reach out to a DEC contact for the Boat Launch. DAB members approved the design that was proposed, but want to look at placing it on a round sign. Sue Smith Zukin asked about how the sign will be placed/installed. Cassandra Hopkins to follow up with the Village Parks Manager. The Enterprise will be notified when the sign installation happens- potentially end of April.
4. DRI Update: The village board will not move utilities underground on Woodruff St. (West) because of the cost. Estimates put the cost over budget by \$540,000. The project will go out to bid once a design and plan is developed with Nat. Grid for moving utility poles to create more space in the right-of-way. The bid for the other 6 DRI projects went out to bid on Feb. 21st with the bid opening scheduled for March 31st. Jerry Michael suggested planning for Woodruff St. to include putting the conduits underground so if there is a time in the future the utilities can be more easily undergrounded. Amy Catania suggested the sharing of information on appropriate materials that can withstand weather and other factors, i.e., bricks, pavers, etc., with private projects. Kelly Brunette shared information on where the DRI Energize Downtown Projects are.
5. Community Development Updates: The Board discussed the Downtown Mural Makeover project and shared a few potential contractors that can do the work on the wall prior to the artists painting the new mural. Board members were asked to share any photos that have been taken of the new projection art in the Riverside Park Bandshell. The Board was made aware of a possible disruption to the Downtown Streetlight Banner Program as a show of support for Ukraine. The Board discussed the possibility of coordinating with the Chamber on a Spring Clean-Up. Jerry Michael to follow up with the Director of the Chamber and Cassandra Hopkins to follow up with the Village DPW on their cleaning schedule. Jess Ackerson suggested coordinating with VIS as well. Jacob Kipping offered the Hotel as a potential location for an indoor event in coordination with the Spring Clean-Up.
6. Discussion: Sidewalk Café. The Board shared opinions on whether or not to pursue this topic and the possibility of proposing a regulatory process on Sidewalk Cafés, and possibly food trucks, to the Village Board.
7. Other: Sue Smith Zukin to follow up with Nina Schoch at the Loon Center about funding avenues and the proposed additional signage to 75 Main St. Jacob Kipping shared information on the recently available financial assistance to tourism-related businesses and organizations through Franklin County's destination management grant programs: the Destination Development Program (DDP), Destination Cooperative Marketing Program (DCMP) for small

and large campaigns, and Destination Event Sponsorship Program (DESP). He stated that Franklin County's TPA has been awarded to the county's new Office of Economic Development and Tourism where Phil Hans is the director. He also brought to the Board's attention that the ROOST Marketing Plan has been released and includes plans for the marketing of Saranac Lake events.