

Regular Monthly Meeting Minutes

December 11, 2019

TIM FORTUNE  
CHAIR  
Business owner

BRANDON DEVITO

Secretary  
Event coordinator

CJ HAGMANN  
Business owner

KELLY BRUNETTE  
Property owner

STACEY JUDGE  
Downtown  
employee,  
resident

DIANE LITYNSKI  
Business  
representative

ADAM HARRIS  
Business owner,  
Property owner

KATHYSTEINBRUECK  
Business owner,  
Property owner

JEREMIAH ST. LOUIS  
Business owner

1. Call to Order
  - Meeting convened at 5:03pm by Chair Tim Fortune
2. Roll Call:
  - Present: Tim Fortune, Adam Harris, Kelly Brunette, Brandon DeVito, Kathy Steinbrueck, Melinda Little, Jamie Konkoski
  - Absent: CJ Hagmann, Diane Litynski, Stacey Judge, Jeremiah St. Louis
3. Items for Board Action:
  - Approval of Minutes from November 13, 2019
    - *Motion to approve by Kathy. Second by Adam. Motion carried.*
4. Discussion
  - History of DAB (see handout) – Kelly talked about the origin of DAB and the use of the Main Street 4 Point Approach as a way to organize efforts in downtown; downtown was a very different place in 2011 compared to present so it makes sense to reevaluate our approach.
  - Accomplishments (see handout)
  - Introduce work session – Tim elaborated on why this is a good time for DAB to reorganize and reevaluate priorities/approach to downtown revitalization.
  - DRI Strategic Investment Plan – Jamie handed out abridged copies of the plan and highlighted the main points. **Everyone should read and use the plan as a reference for the January meeting.** DAB now has a roadmap to follow for the first time.
  - Brainstorm issues and concerns and ideas from other communities (see summary)
  - Next Steps – Jamie will present an analysis of the brainstorm session at the January meeting and the discussion will focus on potential solutions/actions/tactics for addressing the top issues.
5. Old Business
  - None
6. New Business
  - Motion to dissolve 4 existing committee and reorganize into project-based committees.
    - *Motion by Adam. Second by Kathy. Motion carried.*
  - **Jamie will email the list from the brainstorm to all DAB members for additional input.**
7. Adjournment
  - Meeting closed at 6:45pm
  - Next meeting is January 8, 2019 at 8:30AM

*Minutes submitted by Jamie Konkoski*

-December 2011

Village became a member of the **National Main Street Center, Inc.**

-January-May 2012

One-on-one discussion between Com Dev staff and downtown stakeholders

-2012

Village held a series of 3 'Downtown Stakeholder' meetings:

May 17, 2012 (Blue Moon Café)

June 13, 2012 (Left Bank Café)

October 10, 2012 (Romano's)

-May 2012

Downtown website, social media, and logo were created

-June 29, 2012

1<sup>st</sup> Downtown Outdoor Movie in Berkeley Green

-October 2012

Discussion began between Village Board & staff about forming a Downtown Committee

-January 2013

1<sup>st</sup> meeting as a Downtown Committee (Jeremy, Kelly, Barb Rice, Mark Coleman, Nichole Meyette, Melinda Little)

-June 2013

Downtown Committee produced a directory & map (2,500 copies were distributed)

-July 4, 2013

1<sup>st</sup> Downtown Outdoor Concert in Berkeley Green

-September 9, 2013

Village Board created the Downtown Advisory Board

-May 6, 2014

DAB By-Laws Adopted

-January 2015

1st Annual Meeting (Adirondack Carousel)

**Accomplishments & Involvement:**

Adopted by-laws

Downtown Saranac Lake Facebook page (9,500 followers)

Downtown Revitalization Initiative (selection committee participation, public projects review)

6er logo at intersection near Berkley Green

Furniture for Berkeley Green

Planters for downtown flowers

Planters for downtown evergreen trees

Downtown Annual Report

'Reasons to love Downtown' poster

'Doing Business Downtown' rack cards

'Downtown Directory' brochure

Liaison between business community and the Village Board

Attend Village Board meetings

Conduct business surveys Business inventory

Available property inventory

Created downtown stakeholder database

Welcome new businesses

Orientation for new DAB members

Host downtown workshops

Provide letters of support

Provided technical assistance to development of signage wayfinding plan

Lobbied for local laws

Carried out a 'Tactical Urbanism' beautification project in Pontiac parking lot

DAB Chair Presentation at PSC Orientation 2016 and 2018

**Event Related:**

Master calendar & promotion of downtown events

Event Criteria form

Downtown Outdoor movies (June, July, August)

Music on the Green (Wednesdays July & August)

Downtown Trick or Treating (October 31)

Light Up Saranac Lake (First Friday in December)

Downtown Clean Up Day (May)

Annual mixer (December)

**Laws & Policies:**

Prohibiting large trucks on Main & Broadway (2016)

Prohibiting first floor apartments on Main & Broadway (2016)

Banner Policy (2019)

Downtown Strategic Plan (2019)