

DOWNTOWN ADVISORY BOARD

Meeting Minutes

December 9, 2020

2:30PM

Online

1) CALL TO ORDER

- Meeting convened at 2:32pm by Chair Tim Fortune.

2) ATTENDANCE

- Tim Fortune, Chair
- Adam Harris, Vice Chair
- Kelly Brunette
- Laura Cunningham
- Brandon Devito
- CJ Hagmann
- Jerry Michael
- Diane Litynski
- Village Staff: Jamie Konkoski, Cassandra Hopkins; Ex Officio: Melinda Little

3) GUEST SPEAKER

- Joe Dadey, Adirondack Hamlets to Huts Executive Director, talked to the board about plans for expansion of the existing storefront on Main Street in order to better fulfill the mission of Adirondack Hamlets to Huts.

4) DISCUSSION

5) OLD BUSINESS

- CEF update
 - The committee selected a graphic designer to create a logo and brochure for the Bug Crawl.
- Buy Local Campaign Update
 - The campaign is in effect and encourages shoppers to buy local or support local.
 - DAB decided to support the campaign by using the Downtown program budget to cover the cost of the window clings.
- DOT Tourist signage update
 - DAB reviewed a memo outlining recommendations to change and remove DOT signage throughout the village. Jamie will edit the memo and reach out to DOT to determine next steps.
- Parking Maps
 - Revised parking map is underway with help from a volunteer. Draft map will be shared for the board to review and provide comments on.
- Light Up Downtown
 - Although there is no Mixer or Light Up event this year, the trees are up downtown with lights and there is still a Holiday Window display contest. Diane created a survey to get public input on best windows and Cassandra is doing outreach via email and social media.

6) NEW BUSINESS

- 2021 Meeting Schedule
 - The Board will meet at 2:30pm every second Tuesday of the month.
- Community Development Update
 - Energize Downtown Fund is open for a second round of applications. The focus is on funding for businesses in the community that have been disproportionately affected by the pandemic. Rental assistance is also available.
 - MOTG is planning to return this summer.
 - ACAB public art committee has requested designs from local artists for a downtown mural project.
- Village Board Update
 - None.
- Thank you's and Goodbye's to board members Diane Litynski and Tim Fortune

7) ADJOURNMENT

Meeting closed at 3:28pm. Motion to adjourn the meeting by Adam Harris, seconded by CJ Hagmann all in favor, meeting closed.