

DOWNTOWN ADVISORY BOARD

Work Session

May 11, 2022

9AM

Attendance:

- Jerry Michael, Jacob Kipping, Jess Ackerson, Amy Catania, Laura Cunningham, Kathy Steinbrueck
- Also Attending: Village Staff: Cassandra Hopkins; Ex Officio: Kelly Brunette

1. March 9, 2022 meeting summary approved by Jerry Michael, seconded by Kathy Steinbrueck.
2. 2022 Officers: DAB elected to continue without a designated DAB member as the secretary and will continue to rely on Village staff support for minute taking. Kathy Steinbrueck accepted the position of Vice Chair.
3. WiFi Update: The free public WiFi is working in Riverside Park. DAB discussed the placement of signage around Riverside Park, i.e., on park benches, picnic tables, in addition to a regular sign somewhere close to the Farmer's Market entrance area. Jerry Michael to reach out to a DEC contact for potential placement at the Boat Launch and will reach out to a local contact with SLICC regarding status of WiFi in other Village parks.
4. Beautification: Kathy and Roger Steinbrueck have met with Village staff and the new Village Mayor as they transition into retirement. Downtown planters, hangers, the Memorial Garden, and other small plantings around the Village are set to take place. DAB suggested that the planter located at the corner of Bloomingdale Ave. and Broadway be cleaned off before plantings go in, Cassandra Hopkins to follow up with Village staff. Kathy Steinbrueck stated that there is some discussion between the Village and volunteer members of VIS about what potential plantings would look like with the proposed new entrance signs located around the Village. DAB discussed the progress on the Downtown Mural Makeover and viewed the chosen painting to be done by Peter Seward and Nip Rogers. Franklin County has been made aware of the need for a new paint job on the bridge over the Saranac River on Broadway. ACAB is looking to paint additional light posts downtown this summer.
5. MOTG: Laura Cunningham gave an update on planning for this summer's series, and that this year is the most organized with contracts with all performers ahead of time, a sponsorship package, and a plan to highlight other upcoming arts event during set breaks. DAB discussed other summer offerings around Downtown, including the Downtown Music Series being put on by the Hotel Saranac starting July 8th, the Comedy Night at Grizzle T's Garagery, and ArtWalks. Jacob Kipping noted that the most comprehensive listing that the Hotel uses to put together information on area happenings for guests is the Saranac Lake Insider. DAB discussed the need for coordination and cross-promotion of happenings across Downtown this summer.
6. DRI Update: Village awarded bid for Berkeley Green, William Morris Park, Ward Plumadore Park, Riverwalk Extension, Urban Forestry, and Woodruff Street East to Luck Bros, Inc. In total, three bids were submitted and the lowest one was awarded, at \$3,341,000. Anticipated start date for construction is this month.

7. Village Board Update: Kelly Brunette gave an update on the status of designing and ordering new entrance signs for four areas around the Village. This would replace the current signs which have been in place for three decades. Kelly Brunette to send design out to DAB members. Jacob Kipping suggested a space on the sign where promotional banners can be placed at times for upcoming events. Kelly Brunette to draft a letter from DAB requesting the Town of Harrietstown to replace the sign located at the Main St. and River St. intersection. DAB discussed what a new 'Downtown' entrance sign could look like and the potential to add other gateway signs around the Village. Kelly Brunette identified funding avenues in the Village budget for Community Enhancement Projects and Programming, such as bringing back outdoor movie nights. Kelly Brunette explained interim staff positions for the Village right now, she will reach out to the Village Manager and Mayor for a quick introduction to DAB members at the next meeting. The traffic light that was once at the intersection of Main St. and Church St. is on the DOT schedule to be replaced by October.
8. Discussion: Sidewalk Cafés: The Board shared opinions on whether or not to pursue this topic and the potential overlap with food truck permitting for Downtown. Kelly Brunette stated that the Village Clerk has been contacted by a number of potential food truck vendors inquiring about what is allowed within the Village and that this is something that the Village Board can look to DAB to start on. Jerry Michael suggested looking at a similar permitting process within the Village, such as the peddler's permit and working from there. Kathy Steinbrueck suggested an event, which is how events such as Winter Carnival, work with food trucks Downtown. DAB decided that the potential interest for a food truck event or regular food truck permitting can be gauged in a survey to be shared with Downtown stakeholders. DAB will continue to work through the feasibility of Sidewalk Cafés Downtown.
9. Other: Amy Catania noted that with the change in responsibilities for Community Development Director, Jamie Konkoski, DAB should keep their eyes on this and look to make sure the Village does not overload Jamie. Jacob Kipping noted that the Franklin County Trails organization is working on better identifying trails and the potential for the increase in snowmobile tourism for Downtown. Jerry Michael stated that there is some planning still to do in the Depot St. area along the rail trail, he will share the contact that he has with Amy Catania.