



Downtown Advisory Board

2019 Workshop- Summary

February 21, 2019 Cantwell Room of the Saranac Lake Free Library

1) Attendance:

- Present: Chair Tim Fortune, Vice-Chair/Treasurer Adam Harris, Secretary Brandon DeVito, CJ Hagmann, Diane Litynski, Greg Moore, Jeremiah St. Louis, and Kathy Steinbrueck
- Absent: Kelly Brunette
- Attending: Cassandra Hopkins, Jamie Konkoski, and Melinda Little

2) Call to Order:

- Meeting/Workshop was convened at 8:35am by Chair Tim Fortune.

3) Items for Board Action:

- None

4) Discussion:

- Re-visit the purpose of DAB
 - Fortune stated that the purpose is to enhance lifestyles, the downtown image, and the overall economic vitality of Saranac Lake.
 - Jamie Konkoski stated that DAB follows the Main Street Approach, and to use this as an example for how we operate.
- 2018 accomplishments discussed, handout submitted to attendees that summarizes those accomplishments for each of the four committees: *economic vitality, design, organization, and promotion*.
- Brainstorming session begins:
 - Overview:
 - Focus on engaging the small business owners that may work in-shop.
 - Need to come up with a step-by-step process for action items that we are each already dedicated to.
 - Within each committee, a specific person needs to take ownership of a project and see that project through to completion.

- Potential 2019 action items:
 - Short-term and a long-term strategy to fill vacant storefronts downtown; use as temporary event spaces to fill vacancies and attract new tenants
 - Downtown audio tours as a highlight on the history of our town- History Kiosks
 - Need for more focus on boundary areas.
 - Need for more public gathering spots, expand out streetscape and create new areas throughout the village- Reference <https://www.pps.org/>
 - Monthly emails as updates.
 - Comprehensive PR strategy; use free social media platforms.
 - For each DAB each event, a designated committee member or volunteer needs to take photographs, add this to the photobank for promotional material.
 - Opportunity to expand upon our streetscape planning, and incorporate more greenery; trees with low-maintenance, use DRI contract money for expanded streetscape
 - Need to have an implementation committee, or a watch-dog to see that these projects are completed.
 - Need to differentiate from what ROOST does for the area, we need to not duplicate efforts with competing groups
 - Promotion committee can devise a strategy that is different; use downtown stakeholders list, face to face connections with downtown business owners
- Committee Assignment: *design, economic vitality, organization, and promotion.*
 - Design: Steinbrueck, DeVito, Little
 - EV: Hagmann, Harris
 - Organization: Litynski, Moore
 - Promotion: St. Louis, Brunette
 - Fortune- Floater
 - Konkoski, Hopkins- Resources/Assistance

5) Adjournment:

- Meeting closed at 10am by Konkoski.
- Next meeting March 19, 2019 at 8:30am in the Village Board Room