



James V. Breuer, Chair  
Merike L. Treier, Executive Director

## **DOWNTOWN COMMITTEE OF SYRACUSE, INC.**

**May 16, 2017**

**Downtown Committee Offices  
115 West Fayette Street**

**3:00 p.m.**

### **Meeting Minutes**

#### **Attendance**

- Members:** Messrs. Breuer, Doucette, Dunn, Lemp, Riley, Tascarella Jr., and Tripoli, Ms. Gagliano (via tele-conference)
- Staff:** Mss. Holbrook, Maggiore, Reed, Schroeder, Sherlock and Treier; Messrs. Campanie, McFadden
- Guests:** Mr. Mark Roney, C.F.O. – Pioneer Companies  
Ms. Linda Fitzgibbons, C.O.O. – MONEY FCU  
Mr. Cory LaDuke, Real Estate Salesperson – Pyramid Brokerage Co.  
Mr. Brian Balash, Director – Pyramid Brokerage Co.

#### **I. Welcome and Introductions**

Chairman Breuer called the meeting to order and welcomed guests and members present.

#### **II. Approval of Minutes from March 21, 2017**

Chairman Breuer asked the Board if they had any questions or comments on the minutes from March 21 and there were none. Chairman Breuer asked for a motion to approve the March 21, 2017 Board Meeting Minutes. Mr. Doucette moved, Mr. Lemp seconded; the motion was unanimously carried.

### **III. Financial Report**

#### **A. Financial Report as of April 30, 2017**

Mr. Dunn provided the financial report as of April 30, 2017. He noted that overall, all Income and Expense lines which go through June 30, 2017 are on target. Ms. Treier reported that the Downtown Committee presented its 2017-2018 budget to the Common Council in April and expects it to be approved by May 22. The special assessment budget which is currently set at \$850,000, has not changed for the new fiscal year. She noted on the Financial Report that Franklin Street parking lot income is performing ahead of budget. Miscellaneous income is tracking ahead of budget due to sponsorship support of employee welcome bags, Progress Breakfast event, and environmental contracts. Ms. Treier also noted that all non-special assessment revenue is performing ahead of budget. Mr. Dunn asked the Board if there were any questions on the Financial Report as of April 30, 2017 subject to audit, and there were none.

Chairman Breuer asked for a motion to accept the April 30, 2017 financial report subject to audit. Mr. Tripoli moved and Mr. Doucette seconded the motion. The motion was unanimously carried.

#### **B. Audited Financial Statements**

Mr. Dunn stated that the auditors have completed the audit for fiscal year 2015-2016. He reported that the Executive Committee has reviewed the Audited Financial Statements, and recommends their acceptance by the Board. Chairman Breuer called for a motion to accept the Audited Financial Statements. Mr. Tripoli moved and Mr. Doucette seconded the motion. The motion was unanimously carried.

#### **C. Form 990 & CHAR 500**

Mr. Dunn reported that the Downtown Committee's 2015-2016 Form 990 and CHAR 500 (that were on requested extension) has been submitted. A copy of the report was distributed to each of the Board members present. Ms. Treier noted that Fust Charles Chambers LLP is the new auditing firm for the Downtown Committee and the recent audit has been completed.

Mr. Tascarella asked about the purpose of the two CD accounts in Reserve. Mr. Breuer stated that the Downtown Committee does not bond for equipment purchases and reserve funds are used to buy equipment. Ms. Treier added that previous auditors have requested the Downtown Committee maintain four to six months of operating expenses in the reserve account.

With nothing else to report, Mr. Dunn asked if there were any questions and there were none.

#### **IV. Staff Updates**

##### **A. Downtown Living Tour – May 20**

Ms. Maggiore announced that the Downtown Living Tour is scheduled for Saturday, May 20 from 11:00 a.m. – 4:00 p.m. This year nine residential stops will be featured and two company open houses – D-Train on South Clinton Street and Ashley McGraw Architects on the 15<sup>th</sup> floor of the Barclay Damon Tower. Ms. Maggiore also noted that the tour is being promoted in the media through Galaxy Communications (radio), Syracuse.com/Advance Media New York advertising and that television news outlets are also picking it up, including CNY Central’s morning show. Approximately 800 advance sale tickets have been reserved, including sponsorship tickets. Icon Tower on Warren Street is this year’s headquarters to pick up tickets and “swag bags.” Ms. Maggiore noted a few new additions have been made this year: a mobile banking unit by SEFCU will be on site for convenience, and a new promotion called “Downtown Deals” invites downtown businesses to get involved by offering a special offer or discount in exchange for publicity. There will also be one rest stop on the route (Herald Commons) and limo shuttle service to and from Herald Commons to Regency Tower on James Street, as well as another limo shuttle from Icon Tower to and from The DIETZ on Wilkinson Street. The DIETZ will also offer a free ice cream cone to all Living Tour guests who visit. Ms. Maggiore noted that a few volunteers are still needed for the event and to contact our office if the Board hears of any interest.

##### **B. Resident Updates**

Ms. Holbrook reported that as a follow-up to the Downtown Committee’s first downtown residential survey conducted last fall, additional residential focus group

sessions are being set up to collect further information. One is scheduled for May 25 at Modern Malt Bake Shop at 8:00 a.m. and another on June 8 at Liehs & Steigerwald at 5:30 p.m. The focus groups will ask residents about need for a grocery store, food services, resident communication, retail offerings and resident engagement. Postcard and email notifications were sent out and posters will also be placed in residential building elevators for visibility. Ms. Holbrook asked the Board for any additional questions they'd like staff to ask the residents and she would include it in the focus group discussions.

Chairman Breuer commented on a new downtown amenity, "D-Train" located on South Clinton Street which will house a dog daycare service during the day and event venue space in the evening. A community garden is also planned for the rooftop of the building.

### **C. Beautification Overview**

Mr. McFadden announced that the flower baskets are scheduled to be installed on May 24 and 25 throughout Downtown Syracuse. A total of 335 baskets will be displayed including about a dozen planters. He noted that the watering staff is ready to start next week to prepare for the installation. Mr. McFadden commented on his observation that people who live and work downtown realize the positive impact the flowers have on the neighborhood and look forward to them every year. He has even received inquiries from other cities' supervisors on the Downtown Committee's system in maintaining the flowers. Mr. McFadden also announced that the "Partners In Planting" program is scheduled for June 1 and 2. The Bonadio Group and Young Leaders United will be planting and weeding Lemp Park and setting up planters in Hanover Square. When the petunias in the planters come out in the fall, they will be replaced by mums. Ms. Treier thanked board members who have donated to the program. She informed the Board that the program has met its fundraising goal.

Ms. Treier added that the Downtown Farmers Market is slated to open for the season on Tuesday, June 13 in Clinton Square and will run through early October.

#### **D. Annual Meeting – June 22**

Ms. Treier announced that the 2017 Downtown Annual Meeting is scheduled for Thursday, June 22 from 12:00 – 1:30 p.m. It will be held at the Marriott Syracuse Downtown in the Grand Ballroom. She reported that after review of previous annual meeting events, it was decided that a couple of changes will be made to the format: the Awards of Excellence Program will be extended with more time dedicated to showcase the award winners through video clips. Categories that will be awarded include “Urban Innovation,” “Perfect Partner,” and “Heart of Downtown.” Also, based on feedback from the community, the Downtown Committee staff has decided not to feature an outside keynote speaker this year. Based on comments received, people want to hear more on the downtown community report and prefer to have more time for lunch and networking. Mr. Tripoli asked if the luncheon will be the same price as last year and Ms. Treier confirmed that it will be the same at \$40 per ticket and \$320 per reserved table.

#### **V. State Tower Building Plans**

Mr. Roney of Pioneer Companies presented an update on the State Tower Building apartment conversion plans to the Board. The entire building, (built in 1927) has always housed office and retail businesses, but now Pioneer is redeveloping floors 8 through 21 into studio and one and two-bedroom apartments for a total of 63 units. Rent is expected to range from \$1,350 - \$3,200. A rate for the penthouse (half of floor 20 and all of 21) has not yet been determined. Floors 1-7 will remain office and retail space. He noted that they will be relocating about 10-12 tenants within the building. The building also has an attached 100-car garage which is in good shape. Due to the changeover to residential units, the contractors will install a metal stairwell in the “F” elevator car shaft in the building to be up to code. There will be two dedicated residential elevators and fobs, plus a fitness room on the second floor. Two finished units will be on display for the Downtown Living Tour. Mr. Roney noted they are telling new tenants that the move-in date will be October 1.

Ms. Schroeder asked if there were any new retail plans for the State Tower Building. Mr. Roney stated that retail space is currently being marketed and some of the businesses that currently reside there have interest in staying. Mr. Roney added that the entire cost of the

project totals \$35 million and it includes \$10 million in credit, \$3 million from grants and \$7 million in equity.

Chairman Breuer thanked Mr. Roney for his presentation and expressed his appreciation for the renovation of the Downtown Syracuse landmark.

## **VI. Public Comments/Other Business**

Chairman Breuer asked if there were any public comments and there were none.

Chairman Breuer asked if the Downtown Committee has contacted Department of Parks and Recreation regarding the restoration of the WWI monument. Ms. Treier noted that Sean Kirst, who was the speaker at the recent Progress Breakfast, shared a story about the creation of the Rock of the Marne monument and will be writing another story about the monument's dedication. Mr. Tripoli commented that the memorial was dedicated to the local Calvary Troop in World War I. Ms. Treier noted she reached out to the City Parks Commissioner, as well as Neighborhood and Business Development to see if restoration funding can be arranged through donations taken in by the Downtown Syracuse Foundation. Chairman Breuer agreed that it will be a good opportunity for the foundation to take the lead in fundraising for the monument's restoration.

## **VII. Executive Session**

Chairman Breuer motioned to move into executive session. Mr. Doucette moved and Mr. Tripoli seconded. Chairman Breuer motioned to come out of executive session. Mr. Tripoli moved and Mr. Riley seconded. No action was taken.

With no further business before the Board, the meeting was adjourned at 4:25 p.m.

**Next Board meeting:**

**July 18, 2017**

**Downtown Committee of Syracuse Offices  
115 West Fayette Street**