

DOWNTOWN COMMITTEE OF SYRACUSE, INC.

September 20, 2016

**CenterState CEO Conference Room
115 West Fayette Street**

3:00 p.m.

Meeting Minutes

Attendance

- Members:** Messrs. Dunn, Fiorito, Lemp, Maxwell, Nutting, Tripoli, and Walsh; Ms. Littlejohn (via tele-conference)
- Staff:** Mss. Holbrook, Maggiore, Reed, Schroeder, Sherlock and Treier; Mssr. Campanie
- Guests:** Ms. Nora Spillane, Division of Business Development – City of Syracuse
Mr. Owen Kerney, Bureau of Planning and Sustainability – City of Syracuse
Solon Quinn – Solon Quinn Studios
Corey LaDuke, Cushman & Wakefield/Pyramid Brokerage Company
Joyce MacKnight – Cushman & Wakefield/Pyramid Brokerage Company

I. Welcome and Approval of Minutes of July 20, 2016

Mr. Fiorito welcomed guests and members present. Mr. Fiorito asked the board if they had any questions or comments on the minutes from July 20 and there were none. Mr. Fiorito asked for a motion to approve the July 20, 2016 Meeting Minutes. Mr. Lemp moved, Mr. Dunn seconded; the motion was unanimously carried.

II. Financial Report

Ms. Treier provided the financial report as of August 31, 2016. She noted that the Downtown Committee is currently two months into its 2016-2017 fiscal budget year and will not show too much activity. She noted under Income, that the Arts and Crafts Festival brought in \$85,000 and is waiting for an additional sponsor payment which will bring the total income close to

\$99,000. Ms. Treier thanked Ms. Reed for all her efforts on a successful event. Ms. Treier reported that under Arts and Craft Show expenses, are currently under budget, but expect to be on budget for the event as a few more invoices will be coming in. Ms. Treier reported that under Transportation-Franklin Street income is performing ahead of projection from last year due to the increased activity of summer festivals, including a new pizza eatery that opened up near the Dinosaur Restaurant which is driving traffic there. Ms. Treier noted that under Administration and Environmental Maintenance that expenses are as expected. She also noted that under Marketing, the Printing Expense Line is currently showing a credit of \$1,400 due to a grant to fund brochures which will be produced in the spring, so the budget line will balance out. She also reported that the Security and Economic Development Expense Lines are on target.

With nothing else to report, Ms. Treier asked if there were any questions. Mr. Tripoli asked if there was a way to portray the budget on more of an accrual basis to understand how much over or under certain lines were. Mr. Dunn commented that would be difficult given the seasonal timing of activities.

Mr. Fiorito asked for a motion to accept the August 31, 2016 financial report subject to audit. Mr. Nutting moved and Mr. Dunn seconded the motion. The motion was unanimously carried.

III. Administration

1. Authorization to Enter in Annual Agreement

Ms. Treier asked the Board for a resolution to allow the Executive Director to enter into and execute the annual operating contract with the City of Syracuse provided that the only change from previous year's contract is the date. Mr. Dunn moved to approve the resolution and Mr. Lemp seconded the motion. The resolution was unanimously approved.

2. Authorization to Execute Contract with Center of Excellence

Ms. Treier asked the Board for a resolution to allow the Executive Director to enter into and execute a \$5,000 contract with the Syracuse University Center of Excellence. The

contract will cover the administrative costs of assembling focus group attendees and distribution of the survey. Mr. Tripoli moved and Mr. Lemp seconded the motion. The motion was unanimously carried.

3. Signatories authorization

Ms. Treier asked the Board for a resolution to authorize the following as signatories on the Downtown Committee of Syracuse corporate account at KeyBank as well as the corporate account at NBT Bank: Ms. Treier, Mr. Breuer, Mr. Fiorito, Mr. Doucette and Mr. Simpson. (Mr. Howard has been removed from the account as he is no longer a Board member.) Mr. Fiorito asked for a motion to approve the signatories. Mr. Dunn moved and Mr. Nutting seconded the motion. The motion was unanimously carried.

IV. Metrics and Dashboard Review

Ms. Treier introduced to the board a snapshot report that highlights the Downtown Committee's contribution to its mission of downtown revitalization. Ms. Treier expects the metrics tool to speak for itself and will show what the organization does in downtown on a quarterly basis. Ms. Treier noted that an updated version will be released soon and will be shared with the board and public. The board liked the format and believes it will be a valuable tool to gain broader recognition for the Downtown Committee's activities. Ms. Treier also commented that the Weekly Farmers Market Newsletter (publicized by Ms. Maggiore) has been a great success and is engaging the public.

Ms. Treier reported that from the strategic planning sessions, the board and staff agreed that a primary goal for the Downtown Committee was to focus on being a driver to identify, anticipate, and meet the needs of downtown residents and condo owners. The dashboard Ms. Treier distributed to the board communicates the goal's main objectives, activities tracked, and deadlines achieved. Ms. Holbrook noted that the first step they are working on is to develop a comprehensive residential database by the end of the year. The Downtown Committee will be soliciting the help of residential committees, leasing agents, landlords and building owners to gather email addresses of their tenants and direct them to an online survey to get feedback on ways to improve their downtown living experience. With the help of Research Marketing Services (RMS), the survey will be sent out on September 22 and will also be available through

social media and on the Downtown Committee's website. Ms. Holbrook added that anyone who takes the survey and has a targeted downtown area zip code will be entered to win a set of gift cards. After building the database, establishing regular communications with residents and reviewing survey data, the Downtown Committee hopes to gain a thorough understanding of what residents need and start implementation of recommendations by March of 2017.

V. Marketing Report

1. Syracuse Fashion Week

Ms. Reed reported that the Downtown Committee pulled together two great events last week:

1. *Dressed to the 9's* a dog fashion show that was held on September 14 in Perseverance Park - a fun event that generated a lot of interest.
2. *Syracuse Style*- a runway fashion show the Downtown Committee co-sponsored with Lisa Butler that was held on September 15 on Walton Street in Armory Square. Ms. Reed noted there was a good turnout and that 19 downtown businesses participated in the event.

2. New TV Commercial Campaign

Ms. Reed introduced Mr. Solon Quinn of Solon Quinn Studios who produced and directed two new promotional television commercials of Downtown Syracuse that she played for the board. Ms. Treier thanked Mr. Quinn, and she noted that he has been working with the Downtown Committee for the past eight years, and that his work has been noteworthy. The board also thanked and recognized Mr. Quinn for his impressive work. Ms. Maggiore added that the new videos were getting a positive response on social media.

VI. ReZone Syracuse

Mr. Kerney of the City of Syracuse Planning Commission provided the board an update of the rezoning project (ReZone Syracuse), which is a plan to update the current city's comprehensive zoning ordinance which is about 80 years old and includes some inconsistencies. Mr. Kerney began his presentation by reviewing the project goals which include ensuring high quality, attractive design throughout the city, promoting and preserving environmentally sustainable land use patterns, and ensuring development regulations and processes are efficient, predictable

and transparent. He noted the project started in the fall of 2015 and a good portion of the funding is being provided by NYSERDA including other outside sources. Mr. Kerney reported that in May of 2016, they collected public input for a preliminary assessment report of the project. An annotated outline of the new zoning ordinance was prepared which will help improve how people use the regulation document. The outline includes proposed content and structure for Syracuse's new zoning ordinance and overview of key components. The Planning Commission has been drafting the content of the new ordinance since August and will be available for review this fall. Public meetings will be scheduled in early November and again after the new year (late January). A larger public meeting will be arranged next spring for further feedback. A final draft and zoning map will be available next summer at which point it will go to the Planning Commission and the Syracuse Common Council for approval and final adoption. Mr. Kerney noted that the board can review and provide feedback on the draft by going to the project's website: <http://www.syr.gov.net/ReZoneSyracuse.aspx>, or emailing him directly at Okerney@syr.gov.net. Mr. Kerney added that there will be some updates to the downtown district boundary maps and they are looking to expand and up-zone areas near downtown, especially heading south, east and up to the campus. Mr. Nutting asked how the south extension (which is primarily a Housing Authority controlled area) will be affected if the state brings I-81 bridge down to on-grade. Mr. Kerney confirmed that if it is brought to grade, points south will be up-zoned creating more appropriate zoning. He noted that the new ordinance should be adopted before the DOT breaks ground. Mr. Kerney also responded to Mr. Walsh's concern over zoning codes for student housing projects. He noted that the zoning regulations will be reconstructed in a more well-designed manner and be more conscientious of both high-rise and low-rise mixed use retail/housing projects. Mr. Kerney also confirmed Mr. Nutting's question that they are engaging the architectural community to help set up design standards and provide more direction. He noted that after the new ordinance is accepted, it will affect approximately 49,000 parcels and many corridors such as Salina and Franklin streets will see some changes.

VII. UTEP for PILOTs

Ms. Spillane presented to the board an update of the SIDA Uniform Tax Exemption Policy. She reported that as of June 15, 2016, IDA project beneficiaries are required to certify the amount of

abatement requested, and they must seek SIDA Board approval in advance if projects anticipate exceeding the approved amounts. The new policy update also removed the City as a party to PILOT agreements, so projects will no longer go before the Common Council for approval. The policy also has a new set of guidelines and criteria to evaluate proposed projects. Ms. Spillane noted that four new base assessment schedules were adopted and will maintain a consistent starting level: (1) The Standard PILOT, (2) Historic, (3) Priority Industry, and (4) Priority Commercial/Residential. She noted that there is an increase in the length of the term of Standard PILOT and payments will be graduated out. SIDA will promote the aggressive Priority Industry schedule to businesses in the city in which they have a priority interest in. Ms. Spillane also stated that the Priority Commercial Residential schedule is designed to encourage mixed-use redevelopment projects for projects located in the Neighborhood Revitalization Strategy Areas (NRSA). Mr. Nutting asked if there is a list of industries and Ms. Spillane confirmed that they do have a list that is categorized by ownership and use. Ms. Treier added that she will email the new UTEP policy and presentation to the board which will include the temporary land-use map that Mr. Kerney will provide.

VIII. Other Business

Mr. Fiorito asked if there were any other comments. Ms. Spillane noted that she appreciated the opportunity to give her update to the Downtown Committee Board members and that she is available if they have any questions. Ms. MacKnight of Pyramid Brokerage commented that the meeting was very informative and will be happy to provide any feedback on the topics from a brokerage perspective. Mr. Kerney noted that it is the Planning Board's goal to make zoning more permissible across the board to multi-family, mixed or general building projects.

IX. Adjourn

With no further business before the board, the meeting was adjourned at 4:30 p.m.

Next Board meeting:

November 15, 2016

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