



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

DOWNTOWN COMMITTEE OF SYRACUSE, INC.

November 15, 2016

**I-81 Information Center-Former Carnegie Library
335 Montgomery Street**

3:00 p.m.

Meeting Minutes

Attendance

- Members:** Messrs. Breuer (via tele-conference), Doucette, Fiorito, Fisher, Koolakian, Maxwell, Nutting, Tascarella, Tripoli, Ms. Gagliano
- Staff:** Mss. Holbrook, Maggiore, Reed, Schroeder, Sherlock and Treier; Mssr. Campanie
- Guests:** Mr. Mark Frechette, NYSDOT
Corey LaDuke, Pyramid Brokerage Company
Brian Balash, Pyramid Brokerage Company
Lou Fournier III, The Sutton Companies
Linda Fitzgibbons, MONEY Federal Credit Union

I. Welcome and Introductions

Mr. Fiorito welcomed guests and members present. Mr. Fiorito welcomed two new members to the Downtown Committee Board – Mr. Ed Riley of Hotel Syracuse Restoration, Inc, (who was not here today,) and Mr. Ron Tascarella, Jr. of Pathfinder Bank. Mr. Fiorito noted that he looked forward to working with them on the board.

II. Approval of Minutes of September 20, 2016

Mr. Fiorito asked the board if they had any questions or comments on the minutes from September 20 and there were none. Mr. Fiorito asked for a motion to approve the September 20, 2016 Meeting Minutes. Mr. Doucette moved, Mr. Nutting seconded; the motion was unanimously carried.

III. Administration

1. 2017 Meeting Dates

Ms. Treier distributed a copy of the 2017 Downtown Committee Board Meeting dates. A calendar outlook invitation will be sent out to all board members by the end of the week.

2. July – September Metrics

Ms. Treier distributed a copy of the July-September metrics sheet to the board members. She noted that the metrics is a snapshot of the seasonal services the Downtown Committee provides for downtown.

3. Fust Charles Chambers, PLLC

Ms. Treier announced that the Downtown Committee will have a new audit firm for this year. After reviewing seven proposals, Fust Charles Chambers, PLLC won the bid to provide services for the next three years. The Downtown Committee is now in the process of engaging them to prepare the Downtown Committee's audit and tax returns for our most recent fiscal year (ending June, 2016).

4. Peter Dunn, election as Treasurer

Ms. Treier reported that the Downtown Committee nominating committee met in September to propose Peter Dunn be elected to fill the vacant Treasurer role that was held by Brian Howard who resigned. Mr. Fiorito asked for a motion to accept the nomination committee's recommendation to approve Peter Dunn as new Treasurer. Mr. Doucette moved, and Mr. Maxwell seconded the motion. The motion to elect Mr. Dunn as Treasurer was unanimously approved.

IV. Financial Report

Ms. Treier provided the financial report as of October 31, 2016. She noted that under Income, the Farmers Market performed above expectations because of the increase in booth reservations

and the good partnership with the Foodbank that has provided the weekly cooking demonstrations and distribution of market bucks. Ms. Treier reported that the Arts and Crafts Festival line is currently showing under budget as it is waiting on one more sponsor payment. She noted that the Franklin Street Parking Lot Income is ahead of budget due to an increase in the event parking rate by \$1.00 and also that July and August are the busiest months for parking lot income, which is why it is tracking ahead of budget. Ms. Treier reported that under Administration Expenses that nothing is out of the ordinary. She noted that under Environmental Maintenance that the Horticulture line is ahead of budget. Under Marketing, the Salaries and Fringes are ahead of budget due to a fluctuation in the pay period. Ms. Treier noted that there is currently no budgeted expense line for Events, but that staff had budgeted for these expenses. The shown expenses may be reclassified by the next financial report. Ms. Treier reported that expenses under Security and Economic Development are on target. Both Franklin Street and Herald Place under Transportation are running as expected.

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

V. Holiday Program

1. Promotions

Ms. Reed distributed the Downtown Committee's Holiday Program to the board. She reported that the Downtown Committee will add security patrols during the holiday season. Two Downtown Committee officers will work on the Friday after Thanksgiving and the five Saturdays between Thanksgiving and Christmas. She reported that holiday advertising campaign will also begin this weekend which will promote shopping and dining downtown. More than 6,000 TV spots (produced last year by Solon Quinn) will run during the five weeks on cable networks. Ms. Reed announced that the Downtown Committee is hosting and sponsoring a program at the Landmark Theatre on the evening of the Clinton Square Tree Lighting on November 25. At the Landmark, visitors will enjoy a concert by the Chittenango High School Choir and a free holiday film called Fred Claus.

2. Decorations

Ms. Reed noted that holiday decorations will be going up this weekend, including illuminating the trees with LED lights in Armory Square. This is the third year of a four-year contract with Able Events in which the Downtown Committee will pay the full amount and will be reimbursed by half from the City.

3. Holiday Newsletter

Ms. Maggiore reported that the Downtown Committee Holiday Newsletter will be going out via social media on November 21 which will cover events, new museum exhibits, the tree lighting and business promotions. To raise awareness of downtown shopping, the Downtown Committee is bringing back “Dash” the elf to promote visiting downtown establishments. Ms. Holbrook added that this year, Dash will be accompanied by “Dot” his new elf wife to help showcase downtown starting on November 25.

4. Holiday Window/Pop-Up Program

Ms. Schroeder announced that the Downtown Committee has launched a holiday window decorating contest: “Window Wonderland” and Arts in the Window program which is supported by a grant from the Community Foundation. This is intended to help liven up vacant storefront windows and delight visitors walking through downtown during the holidays. Ms. Schroeder noted that a business would need a street level window to enter the Window Wonderland contest and the public will vote for their favorite. A cash prize of \$500 will go to the winner. The Art in the Windows program will occur over a longer period of time.

VI. Interstate 81

Ms. Treier introduced Mark Frechette, Project Director for I-81, who provided an overview and tour of display boards for the I-81 viaduct replacement project. Board members and guests had the opportunity to ask questions and provide feedback.

VII. Other Business

After the presentation and walk-through, Mr. Fiorito asked if there were any further comments and there were none.

VIII. Adjourn

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

**Next Board meeting:
January 24, 2017 - SDODC
Downtown Committee of Syracuse Offices
115 West Fayette Street**