

**DOWNTOWN COMMITTEE OF SYRACUSE, INC.**

**November 17, 2015**

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

**3:00 p.m.**

**Meeting Minutes**

**Attendance**

**Members:** Messrs. Breuer, Carroll, Dunn, Howard, Fiorito, Fisher, Koolakian, Maxwell, Tripoli,

**Staff:** Mss. Holbrook, Maggiore, Reed, Schroeder, Sherlock and Treier; Mssrs. Campanie, McFadden

**Guests:** Mr. Bob Dougherty, Syracuse Common Council  
Mr. Nader Maroun, Syracuse Common Council  
Mr. Dave Holder, Visit Syracuse  
Mr. Larry Leatherman, MOST  
Mr. Corey LaDuke, Cushman & Wakefield/Pyramid Brokerage  
Mr. William Walton, Walton Architects  
Mr. Menachem Friedfertig, Property Owner

**I. Welcome and Approval of Minutes of July 21 and September 22, 2015**

Chairman Breuer welcomed members and staff present. He congratulated Mr. Leatherman, who is retiring from the MOST, for all his work he has done for the community. Mr. Breuer asked the board if they had any additions or corrections to the July 21<sup>st</sup> or September 22<sup>nd</sup> meeting minutes and there were none. Chairman Breuer asked for a motion to approve the minutes as is. Mr. Fiorito moved and Mr. Doucette seconded the motion. The motion was unanimously carried.

## **II. Financial Report as of October 31, 2015**

Mr. Howard reviewed the Financial Report as of October 31, 2015. He noted under Income and Expenses that the overall the bottom line looks good and we should be coming in at 33% of the budget as expected. Mr. Howard noted that the Farmers' Market expense is over budget due to dedicated market security patrol and the purchase of promotional give-away items. Ms. Treier added that this year, the Farmers' Market has been getting good media coverage. Mr. Howard reported under Miscellaneous, the year-to-date number includes a monthly accrual from the \$78,000 grant for the security cameras which is offset by the depreciation expense under security. It also includes new income for new programs, such as the Progress Breakfast. Mr. Howard noted under Expenses that the Security budget is higher than the forecast due to insurance cost increases with a new carrier. Ms. Treier added that this was the best negotiated price with the new carrier when their policy expired last year. Mr. Howard reported that the Arts and Crafts Expense line is higher than anticipated but it is expected to receive a \$15,000 grant from Senator DeFrancisco to help offset the costs. Mr. Howard reported that Administration Expenses is at 27% of budget. He also noted that under Environmental Maintenance, the horticulture expense is over due to the cost of providing an extra round of watering of the trees pots. Chairman Breuer asked for a motion to accept the financial report subject to audit. Mr. Koolakian moved and Mr. Doucette seconded the motion. The motion was unanimously carried.

## **III. Administration**

### **A. Contract Authorization**

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. The only change from previous year's contract is the date. Chairman Breuer asked for a motion to approve Ms. Treier's request. Mr. Tripoli moved and Mr. Howard seconded the motion. The motion was unanimously carried.

### **B. Account Signatories**

Ms. Treier asked the Board for a resolution to authorize the following as signatories on the Downtown Committee of Syracuse corporate account at KeyBank: Mr. Breuer, Mr. Fiorito,

Mr. Howard, Mr. Doucette and Mr. Simpson. Chairman Breuer asked for a motion to approve the new signatories. Mr. Fiorito motioned and Mr. Tripoli seconded the motion. The motion was unanimously carried.

### **C. 2016 Meeting Dates**

Ms. Treier distributed a list of the 2016 Downtown Committee of Syracuse Board Meeting dates. She noted that Ms. Sherlock will be emailing an Outlook calendar invitation to all board members on Wednesday, November 18.

## **IV. Marketing Report**

### **A. October 22 Progress Breakfast feedback**

Ms. Treier reported that as part of the Downtown Committee's 40<sup>th</sup> anniversary celebration, a Good Morning Downtown Syracuse Progress Breakfast was hosted at SKY Armory on October 22. The event attracted 140 attendees to hear the excitement about what was happening in downtown Syracuse. The presenters were Marilyn Higgins of Syracuse University, who gave a report on the connective corridor artwork project; Bob Doucette, who enlightened the audience with the exciting new City Center and Redhouse construction plans in the old Sibley's building; and Ed Riley, of Hotel Syracuse Restoration who shared his plans to bring back to life the hotel as a new Marriott Downtown Syracuse set to open in the spring of 2016. Ms. Treier added that it was an incredible event and it received good feedback and publicity over social media. The Downtown Committee will be looking into putting on this event once or twice a year to highlight new developments going on in Downtown Syracuse.

Ms. Maggiore reported that the Downtown Committee sent out a satisfaction survey on November 2nd to their downtown constituents. The survey is also available as a downloadable document on the website or can be filled out online through Survey Monkey. To date, 185 responses have been received via the link and 50-60 that were mailed back. The survey will close on November 30. Ms. Maggiore asked the Board to help spread the word to solicit responses. She added that this will help the Downtown Committee take inventory on how well it is serving downtown as a whole.

## **B. Holiday Events**

Ms. Reed reported on the Holiday Events that the Downtown Committee is sponsoring and promoting. A flyer with the events was distributed to the board:

- Holiday decorations: The Downtown Committee cost shared the holiday decorations with the city each year.
- A new television ad campaign promoting holiday shopping and dining downtown. The two new spots will air on the cable network between November 23 and January 3.
- Holiday Billboards will be displayed on I-60 and I-81 promoting shopping and dining downtown.
- Retail Social media campaign – highlighting specials being offered at downtown shops and restaurants, through a series of email blasts and posts on Facebook, Twitter and Instagram.
- Support for downtown shopping days: December 10 – Women’s Shopping until 7:00 p.m. and December 17 – Men’s Shopping until 8:00 p.m.
- Choir Performance at the Landmark Theatre – Chittenango High School Select Choir will perform 5:00-7:00 p.m. on November 27 before the Clinton Square Tree Lighting Ceremony.
- Holiday Film Sponsorship – the free movie “Elf” will play at the Landmark Theatre, 7:30 p.m. on November 27 after the Clinton Square Tree Lighting Ceremony.
- To help promote downtown business, the Downtown Committee’s holiday elf, Dash, will be touring downtown establishments and staff will be posting photos of him in locations where he has visited. There will be a contest on social media to guess where he is for the opportunity to win a prize.

Ms. Holbrook added that the Downtown Committee is also a local sponsor of Small Business Saturday, a national shopping promotion spearheaded by American Express.

## **V. Strategic Planning**

Chairman Breuer asked the Board if there was any other business to address before the strategic planning discussion, and there was none. Chairman Breuer asked Mr. Campanie how security activity has been. Mr. Campanie noted that last week the security cameras were used to help the SPD with a downtown incident.

Ms. Treier began the strategic planning discussion by reviewing the steps the Downtown Committee has taken over the past several months, and with the help of the board members, has focused on revising the programs to help best meet the needs of stakeholders, creating attainable goals and visions for Downtown over the next five years. Ms. Treier noted that the dialogue from the October Special Meeting has been incorporated into the worksheet provided to the Board members to present how the new goals pertain to specific departments. Ms. Treier asked the Board to assist with prioritization of the programs to provide guidance for staff on where efforts should be focused. The Board then went through and reviewed the Downtown Committee goals statements and identified areas of higher priority. It was agreed that it was difficult to prioritize the programs as all identified downtown activities are considered important components for revitalization. The board provided guidance on the higher priority items and discussed the organizational capacity needed to achieve the goals.

## **VI. Other Business and Adjourn**

Chairman Breuer asked Ms. Treier if there were any updates on Interstate 81. Ms. Treier responded that no new information has been presented and that the NYSDOT is still working on the proposals to replace the viaduct. They are looking at least another year until a Record of Decision is announced. It was discussed if the Downtown Committee could be more helpful in speeding up the process and Ms. Treier will look into it.

With no further business before the board, the meeting was adjourned at 4:45 p.m.

Next Board meeting:

**January 19, 2016, 3:00 p.m. (SDODC)  
CenterState CEO, 115 West Fayette Street**