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James V. Breuer, Chair
David A. Mankiewicz, Executive Director

**DOWNTOWN COMMITTEE OF SYRACUSE, INC.
ANNUAL MEETING 2011**

June 28, 2011

Oncenter, Ballroom

12:00 p.m.

Meeting Minutes

Attendance

- Members:** Chairman Breuer; Ms. Littlejohn; Messrs. Carter, Doucette, Fiorito, Fisher, Fournier, Koolakian, Maxwell, Shapiro, Stoner and Tripoli.
- Ex-Officio:** Mr. Simpson
- Guest Speaker:** Mr. Philip Morris – Proctor’s Theatre
- Staff:** Mss. Erno, Presher, Reed, Romeo and Treier; Messrs. DeJesus, Mankiewicz, Marcon and McFadden.

I. WELCOME AND INTRODUCTIONS

Chairman Breuer called the meeting to order and recognized the board members, elected officials and their representatives present. He also thanked the more than 350 guests for attending the meeting. A moment of silence was observed for past Board member Steve Krause and Downtown Committee maintenance crew member Dale Bowles. Chairman Breuer asked Pastor Andrew McTyre for the invocation.

Chairman Breuer introduced city of Syracuse Mayor, Stephanie Miner. Mayor Miner stated that due to the current economic situation, a focus should be placed on partnerships. There has been a lot of good news regarding economic development in downtown and this is all a result of hard work and partnerships in this community.

II. REPORT FROM DAVID MANKIEWICZ

Chairman Breuer introduced the Downtown Committee’s Executive Director, David Mankiewicz. Chairman Breuer announced that this will be Mr. Mankiewicz’s last meeting as Executive Director and starting July 1st, he will be leading CenterState CEO’s effort with the Brookings Institution. Mr. Mankiewicz served the Downtown Committee for 33 years during which time he served as an economic development planner, economic development director, Deputy Director and was elected in March of 2008 as Executive Director.

Mr. Mankiewicz provided a dozen lessons and examples he has learned from his 33 years of experience:

- Cities matter
- Historic preservation works
- Residential population is critical to downtown's rebirth
- What happens on the ground floor is important
- Diversity in both daytime and nighttime uses is a strength
- Nothing is better than the presence of families with children
- Security and accessibility matter a lot
- Connectivity with the surrounding neighborhoods
- Integrate Onondaga Creek with downtown
- Focus on the main streets
- Expand the district
- Nothing lasts forever, change is constant

Mr. Mankiewicz thanked the Board for the support they have given the organization. He acknowledged Irwin Davis, for bringing him to Syracuse. He also recognized the staff of the Downtown Committee for all of their hard work and dedication.

Mr. Breuer presented Mr. Mankiewicz with a plate for his dedication to the Downtown Committee. Ms. Denise DiRienzo presented a plaque to Mr. Mankiewicz that will be hung on one of the dressing rooms of the renovated Landmark Theatre in his honor to acknowledge his hard work on the project.

III. ANNUAL REPORT

Chairman Breuer introduced the Downtown Committee's new Executive Director, Merike Treier, for the annual report. Ms. Treier will be the Downtown Committee's third Executive Director.

Ms. Treier first thanked Mr. Mankiewicz for his leadership of the Downtown Committee and entrusting her with the organization he worked so tirelessly to advance.

Ms. Treier provided an overview of developments that were either were completed this year or are currently underway:

- New York State Main Street grant funds have been used to redevelop nine buildings.
- The \$16 million stage house expansion of the Landmark Theatre will be complete this fall.
- Construction of the \$14 million Central New York Regional Transportation hub is underway.
- PEMCO Group completed the renovation of 325 South Salina Street into four residential condos.
- Renovations of the Pike Block, led by VIP Structures, will begin this summer, adding 78 apartments and 25,000 square feet of retail.
- The former Label Shopper building is slated to begin renovations this summer adding apartments to the upper floors.
- Bob Doucette and Rich deVito added 45 apartments to the Dey's Plaza.

- The Butler Building is nearing completion on 12 apartments.
- SUNY Upstate is underway on a \$45 million conversion of Harrison House and Townsend Towers into 320 upscale apartments for medical students and staff, which is slated to open at the end of August 2012.
- The \$28.5 million LEED certified Washington Station opened in August with anchor tenant O'Brien and Gere. It recently welcomed the combined offices of the City and County's Economic Development departments as tenants.
- The CNY Community Foundation completed the renovation of the former University Club building.
- Synapse Partners is redeveloping the former Water Street Gym, which will serve as a showcase for green technologies.
- 2011 marked the 5th Anniversary of the Downtown Living Tour. The event broke records with 1,900 tickets sold.
- Last fall, the Downtown Committee opened the Downtown Security and Information Center in the Galleries. The space serves as headquarters for the Downtown Committee's security officers and for the Syracuse Police Department's downtown patrol officers. Ms. Treier also reported that two Downtown Ambassadors were hired to supplement the Downtown Committee's security efforts.

In closing, Ms. Treier summed up that over the last twelve months, downtown Syracuse has seen 23 buildings redeveloped, 17 new retail business opened, residential residency has risen to 2,700, and \$180 million in development activity is completed or underway.

IV. KEYNOTE ADDRESS

Chairman Breuer introduced Mr. Philip Morris, CEO and President of Proctor's Theatre. Proctor's Theatre has recently undergone a renovation similar to what is happening at the Landmark Theatre. Mr. Morris has been with Proctor's Theatre since 2002. When he arrived in Schenectady, the downtown was 90% vacant.

In Schenectady, the decline of GE gave people an opportunity to look towards other forms of economic development, such as leveraging the arts. Proctor's Theatre, which is comprised of three theaters, needed to become a hub for activity. In 2002, before the renovations, the Theatre hosted 175 events. Last year, it held approximately 1,700 events. Besides theaters, Proctor's features conference facilities that can hold 300 people and three break out areas. Mr. Morris also noted that \$1 is added to tickets to Proctor's events, which is used to help fund free parking in the garage and their ambassador program. Proctor's has approximately 70 ambassadors who work as part of this program, which provides workforce readiness training for individuals. In addition to events at Proctor's, the community also organizes an indoor Farmers Market on Sundays.

Mr. Morris concluded his presentation by stating that the renovation of the Landmark Theatre will create more activity and the level of activity created will be us to us, as a community, to leverage.

V. DOWNTOWN AWARDS OF EXCELLENCE

Chairman Breuer introduced award winners O'Brien & Gere and the Pioneer Companies for their work on Washington Station. Washington Station was built by Pioneer Companies with anchor tenant O'Brien & Gere acting as LEED consultant. The building has served as a

showcase for green technology and its tenants and development team for a model for 21st century office tenants.

Chairman Breuer announced the Central New York Community Foundation as the second award winner. The Central New York Community Foundation made the decision to permanently invest in downtown Syracuse. It purchased a building on downtown's east side with the vision of creating a philanthropy hub and collaborative environment for non-profit organizations. This past November the Community Foundation unveiled its Philanthropy Center. By connecting people, resources and ideas, the Community Foundation has improved the quality of life for those who live and work in our local area.

Chairman Breuer presented the final award to Paramount Realty. This past year, Paramount Realty converted the Dey Brothers building into 45 of downtown's most spectacular apartments. He noted that downtown is lucky to have visionary developers who see the potential of historic assets and are able to mix historic appeal with modern elements.

VI. ADJOURN

With no other business to come before the Board, Chairman Breuer adjourned the meeting at 1:30 pm.