



SARANAC LAKE

VILLAGE ADVISORY BOARDS
2021 REPORT



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ARTS AND CULTURE ADVISORY BOARD

ACAB Members

Kirk Sullivan, Chair
Emilie Allen, Vice Chair
Elaine Taylor-Wilde, Secretary
Jessica Collier
Kathy Ford
Shaun Kittle
Sadie Posdzich
Nathalie Thill
Dylan Van Cott

The Advisory Board shall have the power and be required to:

- A. Act in an advisory capacity in matters pertaining to the arts and culture.
- B. Advocate for the implementation of the Arts and Culture Master Plan by addressing its five goals:
 1. *Arts and Cultural Community Engagement*
 2. *Master Plan Funding Acquisition*
 3. *Targeted Arts Marketing Campaign*
 4. *Organizational and Artist Support*
 5. *Arts and Culturally Driven Economic Development*
- C. Act as a liaison between the arts and cultural community and the Board of Trustees. Or Supplement village staff as a liaison with arts and culture-related organizations
- D. Promote public and private cooperation in support of the arts and culture.

ARTS AND CULTURE ADVISORY BOARD

The purpose of the Advisory Board is to make recommendations to the Saranac Lake Village Board of Trustees regarding policies and actions that facilitate implementation of the Village of Saranac Lake Arts and Culture Master Plan. The Advisory Board will undertake actions that support the following vision statement:

“The historic Village of Saranac Lake supports thriving arts, cultural, and community institutions, in an all-inclusive environment that fosters the creative economy, community pride, downtown revitalization, and a myriad of diverse year-round offerings within outstanding natural surroundings.”

Introduction

The Arts and Culture Advisory Board (ACAB) continues to focus their efforts on implementing several strategies listed in the Arts & Culture Master Plan. ACAB has two main areas of focus.

Focus Area 1

Visually brand the Village as an arts and culture destination through public art

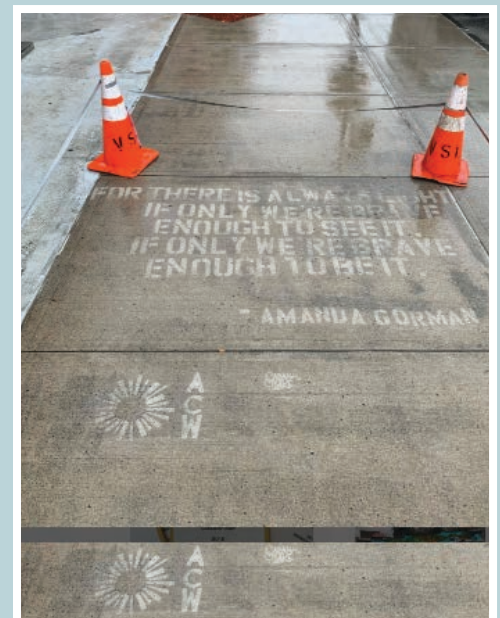
ACCOMPLISHMENTS

Streetlight Branding

ACAB members finished painting streetlight bases with the Saranac Lake brand colors to add a pop of color throughout the downtown streetscape.

Raining Poetry

In the summer of 2021, Adirondack Center for Writing (ACW) installed Raining Poetry by painting poems on the sidewalk using ink that is visible when wet. This was the second season for the project. Four new poems were installed downtown at the Town Hall, Saranac Lake Free Library, Berkeley Green, and the Saranac Lake Post Office. This summer the paint from last year’s poem at the Saranac Lake SkatePark was still visible. Poems were selected by inviting the ACW audience to suggest poems and then vote for the winners, making the project a community-centered endeavor. This continues to be a collaboration between ACW and ACAB.



Mural for Ward Plumadore Park

ACAB has been planning and fundraising for a new mural that will beautify and refresh one of the busiest intersections of Saranac Lake. A beloved-but-aging community mosaic at the corner of Broadway and Bloomingdale Avenue, between Bitters and Bones and the Rusty Nail, had fallen into disrepair. Unfortunately, the wall upon which the mosaic sits needs to be fixed, and there is no way to preserve the existing artwork. A new mural, designed by local artists Nip Rogers and Peter Seward, has been selected by a group of local volunteers, led by ACAB members, to replace the mosaic and bring new life to this corner of downtown. ACAB coordinated a crowdfunding campaign that raised over \$14,000. The funds will be used to pay the artists for their time and materials to paint the mural. A mason is scheduled to repair the wall this spring. A carpenter is needed to finish the work on the wall before the artists can start painting, hopefully this summer.



Pop-Up Galleries

ACAB created a program to host the area's lesser-known artists in two-week exhibits in empty downtown storefronts. The Downtown Pop-Up Galleries program's mission is to diversify the local arts scene, offer an opportunity for local artists without current access to gallery space to showcase their work in a visible, public forum, and utilize empty spaces to beautify and add to the creative character of Saranac Lake. Two, two week "rounds" of the Pop-Up Galleries were completed surrounding the August and September Art Walks downtown. Two artists participated each time, and shared positive feedback on their experiences, and the exposure that the Pop-Up Galleries gave them during a busy, late summer season. Based on the many artist applicants who expressed interest during this pilot program, more Pop-Up Galleries are planned for 2022.



Focus Area 2

Targeted arts marketing campaign

ACCOMPLISHMENTS

- Expanded Social Media & Community Engagement
- ACAB established #decidedlyarts for use on social media and since September of 2020, 654 Instagram posts have used the hashtag
- In 2021 ACAB members created decidedlyarts.sl Instagram page that now has 280 followers
- ACAB also created a new Facebook group called Arts and Culture in Saranac Lake. The group has 314 members that regularly share and post about arts and culture events and news

ARTS HAPPENINGS

- ADK ArtRise community arts business opened at the end of 2020
- Adirondack Center for Writing moved to a new location at 15 Broadway
- Adirondack Plein Air Festival
- Arts Markets with the Saranac Lake Chamber of Commerce
- Art Walks
- BluSeed Studios Programming
- Music on the Green
- Northern Current
- NorthWind Fine Arts Gallery moved to a new location at 85 Main St.
- Private Properties investing in vibrant murals: Rusty Nail, 11 Woodruff St. and Grizzle T's and The Scullery
- The Waterhole's Party on the Patio
- Pendragon Theatre: In 2021, Pendragon Theatre came roaring out of the shutdown and pandemic starting with a PopsUp event, live and outdoors. During the summer, Pendragon produced three bold productions in its Brandy Brook home, collaborating with both local and regional artists to provide over 1,500 audience members with an engaging theater experience, and they mounted their Camp Pendragon production of The Lion, the Witch and the Wardrobe serving 12 local students.
- BluSeed Studios: The BluSeed staff and board decided to take advantage of the 2021 Covid induced slowdown to completely rehab the ceramics and printmaking studios. Jazen Reuss and Jessica Ackerson joined Executive Director Marissa Hernandez on the BluSeed staff as the ceramics and printmaking "ambassadors" for those studios respectively. Both studios are running at full strength with classes as well as artist studio use. BluSeed also hosted several art exhibits in the main gallery, filling a very full year-long schedule.
- Saranac Lake Artworks: The 13th Adirondack Plein Air Festival had 40 participants, 3rd Thursday ArtWalks continued with artists, craftspeople and musicians, the Covid-safe outdoor ArtMarkets provided shopping opportunities for local art, and the online calendar became a true "Master Calendar for the Arts" for the Adirondack region.
- Adirondack Artist Guild: This year, AAG celebrates its 25th year on Main St. In 2021, the Guild continued to have significantly reduced attendance, but it was their best year ever in terms of sales.

CURRENT PRIORITIES

- Pop-up galleries in storefronts
- Downtown Mural Makeover
- Create a public art fund
- Coordinate programming with school system
- Support public performance art
- Projection art in Riverside Park

SPOTLIGHT

Collaboration among Village Advisory Boards for the Saranac Lake Bug Crawl

The Bug Crawl is a fun and educational scavenger hunt around downtown Saranac Lake. Participants, or Bug Crawlers, will search for sculptures of Adirondack bugs that are crafted out of recycled materials by artist Larry Robjent. At the end of the day, pick up a sticker from the Saranac Lake Welcome Center.



VILLAGE OF SARANAC LAKE

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DOWNTOWN ADVISORY BOARD

DAB Members

Jerry Michael, Chair
Jessica Ackerson
Laura Cunningham
Kathy Steinbrueck
Brandon DeVito
CJ Hagmann
Sue Smith Zukin

The Advisory Board shall have the power and be required to:

1. Act in advisory capacity in matters pertaining to issues, policies, actions that affect Downtown Saranac Lake.
2. Assist in the planning and implementation of downtown events, promotions, beautification, fundraising, infrastructure improvements, and stimulate public interest therein; and seek cooperation of public and private entities.
3. Act as a liaison between Downtown stakeholders and the Board of Trustees.
4. Advocate for the implementation of adopted plans and policies related to Downtown Saranac Lake.

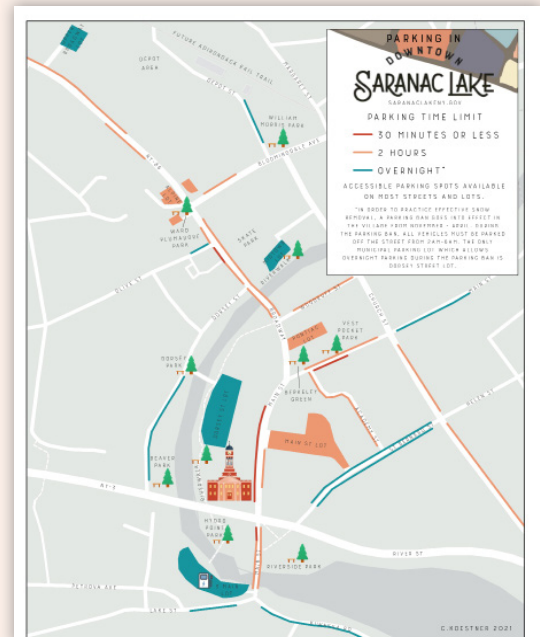
DOWNTOWN ADVISORY BOARD

The purpose of the Downtown Advisory Board (DAB) is to help the sharing of ideas about downtown from businesses and community members. The Village Board established DAB on September 9, 2013 to advise the Village Board and staff on matters concerning the downtown area including but not limited to:

- Implementation of community plans for the downtown area.
- Policies and actions that affect downtown.
- Planning and implementation of downtown events, promotions, beautification, and fundraising.
- Public infrastructure activities such as streetscape projects.
- Other community matters that may affect downtown Saranac Lake.

DAB Accomplishments/Projects

- **Parking Map** : DAB members collaborated with map designer Carolyn Koestner to draft an updated map for downtown parking. There are seven free public parking lots and 25+ on-street parking spaces within downtown. Included in those parking areas are ADA designated spaces and an electric vehicle charging station. The options for where to park when spending time downtown are indicated on the map. The new map was distributed to downtown businesses and landlords and posted on the Village's website. The downtown parking map was last updated in 2012.
- Designed signs for free public WiFi in downtown spaces.

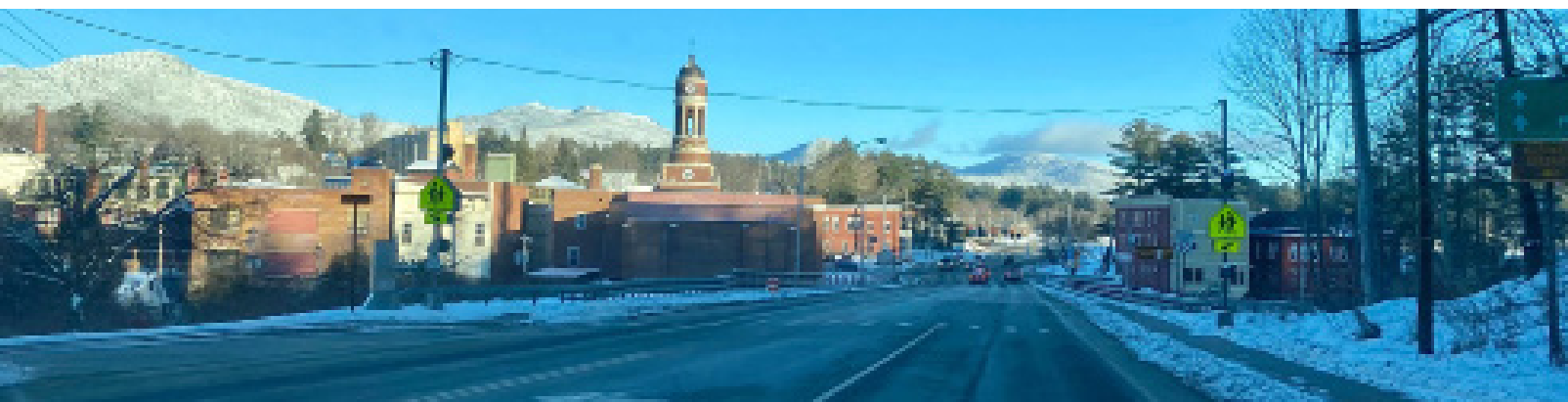


- **DRI Projects Advisory Committee**

- Members of DAB served on the DRI Projects Advisory Committee, which provided guidance on the final design of each project:



- Berkeley Green improvements include a new restroom facility and a redesign of the Main St. and Broadway intersection which will improve pedestrian access to the park.
- William Morris Park improvements include a redesign of the park entrance which will create more play space within the fence and enhanced landscaping.
- Ward Plumadore Park will be completely redesigned to feature an accessible lower plaza and an upper plaza with views of Baker and McKenzie mountains.
- Church Street Streetscape enhancements include planting of street trees and improved drainage at the crosswalk for the Riverwalk.
- Urban Forestry Project includes redesigned tree wells and new street trees in the Main St. and Broadway corridor.
- The Riverwalk will be extended through the former Tops (now Grand Union) property and continue adjacent to the planned Rivertrail Brewery to Woodruff St.
- Woodruff St. Streetscape enhancements include new sidewalks, bikeways and street trees.
- **Walk and Talk:** DAB started meeting outside this summer and walked portions of the village. During the walks the group observed businesses, the condition of public/private improvements and discussed new businesses coming into downtown and those moving out of the village. From those meetings, DAB observed the need to stripe the village parking lot next to Ward Plumadore Park, paint the bridge walls over the Saranac River, look into improving the pocket park at the corner of Bloomingdale Avenue and Church Street, and install WiFi into parks per the contract with SLIC Network Solutions. These meetings will continue in 2022 when the weather is warmer.
- **MOTG Concert Series** returned in 2021 after a 1-year hiatus. Changes to the 2021 program included a new location in Riverside Park to utilize the Bandshell and park space with more potential for social distancing, plus boat slips on Lake Flower. This was also a transition year for MOTG Committee leadership as the role of organizer shifted from long-time community volunteers, Joe and MaryLynne Dockery, to a current DAB member who has ties to the live music community, Laura Cunningham.



DAB Events

- MOTG returned in 2021!
- Several DAB events were cancelled in 2020 through 2021 due to the COVID-19 pandemic. DAB has come up with new ways to host some of these events and expects to revive the Annual Mixer and Light Up Downtown in 2022.



CURRENT PRIORITIES

- Downtown Strategic Plan
- DRI Implementation
- Rail Trail connections
- Walking Tours to identify future public projects
- Light Displays in downtown spaces
- Parking lot improvements to the lot adjacent to Ward Plumadore Park

Downtown Business Snapshot



SERVICES

81



RETAIL SHOPS

35



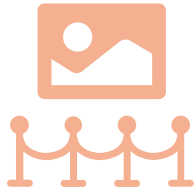
RESTAURANTS/BARS

20



ORGANIZATIONS

12



ART GALLERIES

6



CHURCHES

7



ATTRACTIONS

5



BANKS

4



HOTEL

1

New Downtown Businesses

- **Adirondack Brick:** Come to build together, learn and join in a creative community in this Lego builders space/retail shop.
- **Adirondack Lakes and Trails Outfitters:** ALTO is a long-standing canoe and kayak rental/outdoor retail store in Saranac Lake that recently made the move from the Lake Flower Ave. commercial district
- **Just Nails:** Making the move from Lake Placid to the Hotel Saranac in September, this salon is set up for a wide variety of nail-specific services.
- **Lotus Barbary:** Ami Mott, licensed cosmetologist, takes walk-in or appointments for hair needs.
- **Nutrition 365:** To-go or stay and sip the energized teas, meal replacement shakes, and other Herbalife drinks offered for a healthy, plant-based refreshment.
- **The Barbary:** Also located in the Hotel Saranac, this master barbary is a place to go for quality craftsmanship in a haircut or shave.



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PARKS AND TRAILS ADVISORY BOARD

PTAB Members

Ezra Schwartzberg, Chair
Ashley Milne, Vice Chair
Dwight Stevenson, Secretary
Jimmy Cunningham
Steve Langdon
Tyler Merriam
Sara Roth
Colleen O’Neill
Josh Wilson

The Advisory Board shall have the power and be required to:

1. Act in advisory capacity in matters pertaining to recreation and transportation so as to promote and support healthy lifestyles.
2. Consider the Village budget for parks, recreation, leisure and transportation, making recommendations with respect thereto to the Village Manager.
3. Assist in the planning of recreation and transportation initiatives; promote and stimulate public interest therein; and seek cooperation of public and private entities.
4. Develop recommendations that integrate pedestrian and bicycle travel into a Complete Streets plan to enable safe access for all users.
5. Make recommendations regarding healthy infrastructure improvements needed in the Village.
6. Advocate for the implementation of adopted plans and policies related to healthy infrastructure.

PARKS AND TRAILS ADVISORY BOARD

The purpose of the Parks & Trails Advisory Board (PTAB) is to make recommendations to the Village Board on policy and plan implementation that promotes healthy living: walking, bicycling, parks, trails and other activities. PTAB was established by the Village Board on May 26, 2009 (originally established as the Healthy Infrastructure Advisory Board). PTAB’s main focus is on facilitating the implementation of the Village of Saranac Lake Trails Master Plan and Park Vision Plan as well as the Complete Streets Policy. PTAB’s other duties include:

- **Make recommendations on capital improvement projects, transportation improvement plans, recreation programs/plans and other Village programs and projects that relate to bicycling, walking and recreation.**
- **Act in an advisory capacity in matters pertaining to public recreation and transportation.**
- **Strategize for parks, recreation, leisure and transportation in Saranac Lake and hold public meetings for input on those strategies.**
- **Establish funding priorities for grants.**

Completed Projects/Actions

Implementation of Bike & Ped Plan:

- Drafted Complete Streets Recommendations for Lake St.
- Provided input on redesign of Wayfinding Maps

Implementation of Park Vision Plan:

- Provided input for grant application to fund site and architectural improvements at Baldwin Park. The village was awarded \$57,700 from North Elba Local Enhancement Advancement Fund (LEAF). Currently contracted with an engineering firm to start the site work.
- PTAB members served on the Project Advisory Committee for final design of DRI projects, which includes parks and streetscape projects; all PTAB members provided feedback on development of DRI projects.
- Additional picnic tables and Adirondack chairs were added to the parks bordering Lake Flower.
- New railing installed at Riverside Park.
- Erosion control retaining wall installed at the SkatePark.



Additional Accomplishments:

- Provided input on and photos for the Community Forest Management Plan.
- Claiming village parks on Google maps- PTAB members attempted to claim parks as a bulk request and were turned down. Currently planning to resubmit individually.
- Presented to Rotary and gave an overview of Parks Vision Plan. Explained that the Vision Plan is a wish list of what we would hope to do for each park. Had a discussion about the situation at Lake Colby. Discussed potential capital funding partnership, and Rotary welcomed the idea.
- Recommended signage about leashing dogs in parks.
- Collaborated with ACAB and DAB on crowdfunding campaign for the Downtown Mural Makeover.
- A PTAB member participated in selection of consultants for LWRP Update and another member is serving on the Waterfront Advisory Committee.



Partnerships

- Fireworks clean up in 2021 - Partnered with local organizations and businesses holding public fireworks shows to coordinate debris clean-up and volunteers at various waterfront locations. Recommendations to Village Board to consider fireworks **locations** and materials that enable a more comprehensive debris clean-up and less plastic debris.

Bike & Pedestrian Infrastructure Update

- Trails - 1.1 miles of new trails were constructed by BETA at Dewey and Pisgah
- Sidewalks- 1,356 linear ft. of sidewalk was constructed on Canaras Ave., Lake St., and Brandy Brook Ave.
- Bikeways - 2.9 total miles of bikeways (no change since 2017)



Community Trail Updates

- Southern Gateway Trail was roughed in by DPW. This is a connector trail from the Adirondack Rail Trail to Will Rogers Dr. at the eastern terminus of the village.
- Adirondack Rail Trail construction was initiated with the removal of rails from Tupper Lake to Lake Placid.
- A new 0.5 mile trail at Pisgah was designed by the BarkEater Trails Alliance (BETA) and built by Saranac Lake Innovative Cycling Kids (SLICK).
- BETA trail crew and volunteers built 0.6 miles of new trails at Dewey in 2021, which represents a \$6,000 investment.
- Improvements for snow making at Pisgah included electric service upgrades and 4 new hydrants.
- SLICK presented to the Harrietstown Town Board about the creation of a pump track next to the town ball field. SLICK is actively working on fundraising and seeking proposals from potential builders.
- New lights on trails at Dewey Mountain Recreation Center.
- New siding on the Lake Colby Beach building.
- New kiosk at Jackrabbit trail head on McKenzie Pond.

Recent Grant Awards for Park Improvements

- North Elba LEAF for Improvements at Baldwin Park (awarded 2021)

Trail Spotlight

The Village of Saranac Lake benefits from being adjacent to New York State Forest Preserve Lands in countless ways, not least of which is that we promote the use of New York State Forest Preserve Lands (outside of the Village) through our popular and successful Saranac Lake 6er program. In light of the well-documented increase in use of Forest Preserve Lands over the last decade, members of PTAB discussed the need for improved trail maintenance on popular recreation trails near the village. To address this need an informal group was established called Saranac Lake Trail Stewards (SLTS) and successfully applied to New York State Department of Environmental Conservation (DEC) for a Volunteer Stewardship Agreement (VSA), formalizing our relationship with the DEC. This stewardship agreement allows members of SLTS to conduct routine trail maintenance activities on specified trails including Baker Mountain, Moose Pond, and Bloomingdale Bog trails. SLTS enables the timely clearing of blowdown and maintenance of ditches otherwise left to the under-resourced NYSDEC trail crew. The benefit of having a formal use agreement is that maintenance issues can be addressed more quickly, and SLTS members acting under the terms of the VSA are covered by NYSDEC's workers compensation insurance. At this time SLTS does not have the capacity to accept new members but may do so in the future. Since the finalization of the VSA in November 2021, SLTS members have volunteered more than 20 hours of labor, clearing trails and maintaining ditches on the above-mentioned trails.



Top Image: Blowdown blocks the trail up Baker Mtn.

Middle Image: SLTS cleared the blowdown

Bottom Image: View from Baker Mtn. summit



CURRENT PRIORITIES

- Finalize new wayfinding maps
- Update Local Waterfront Revitalization Program (LWRP)
- Input on Baldwin Park redesign
- Adirondack Rail Trail corridors



LAYOUT AND DESIGN BY ADIRONDACK RESEARCH