

**Business of the Village Board
Village of Saranac Lake**

SUBJECT: Censure Village Board Member

DATE: 6-27-2022

DEPT OF ORIGIN: Trustee Scollin

BILL # 109-2022

DATE SUBMITTED: 6/22/2022

EXHIBITS: _____

APPROVED AS TO FORM:

Village Attorney

Village Administration

EXPENDITURE
REQUIRED

AMOUNT
BUDGETED

APPROPRIATION
REQUIRED:

Resolution to formally censure Saranac Lake Village Trustee Rich Shapiro

MOVED BY: _____ SECONDED BY: _____

VOTE ON ROLL CALL:

MAYOR WILLIAMS _____

TRUSTEE BRUNETTE _____

TRUSTEE CATILLAZ _____

TRUSTEE SCOLLIN _____

TRUSTEE SHAPIRO _____



**RESOLUTION TO FORMALLY CENSURE SARANAC LAKE
VILLAGE TRUSTEE RICH SHAPIRO**

WHEREAS, Saranac Lake is a true community in every sense of the word, with neighbor helping neighbor and a village government doing its best with active community participation;

WHEREAS, the Saranac Lake Board of Trustees is elected by village residents and makes up the legislative and governing body of the Village of Saranac Lake;

WHEREAS, village board meetings work to address routine business and special board action items, with public comment periods at the beginning and end of each meeting meant to encourage resident comment and the expression of opinion, not a direct debate;

WHEREAS, commentators should not be intimidated by village board rebuttal, during or following the expression of their public comments;

WHEREAS, during a joint meeting of the Saranac Lake Board of Trustees and the Harrietstown Town Council on Thursday, May 19, Trustee Shapiro angrily directed the profane term "bullshit" at a village resident several times during the meeting's opening public comment period;

WHEREAS, Trustee Shapiro left the joint meeting in a manner unbecoming a duly elected member of the Saranac Lake Board of Trustees;

WHEREAS, Trustee Shapiro later returned to the same joint meeting in a manner equally unbecoming a duly elected member of the Saranac Lake Board of Trustees and, during the closing public comment period, referred to a village resident in attendance as an "anal pore";



WHEREAS, Trustee Shapiro's subsequent public comments regarding his behavior at the May 19 joint meeting, expressed on the record to the *Adirondack Daily Enterprise*, were devoid of any remorse or acceptance of responsibility for his actions;

WHEREAS, at a regular meeting of the Saranac Lake Board of Trustees on Monday, May 23, Trustee Shapiro initially denied using profanity at the May 19 joint meeting, then later admitted that he did use profanity at the May 19 joint meeting; and

WHEREAS, Trustee Shapiro's actions during and following the May 19 joint meeting were both embarrassing and deeply concerning to the Saranac Lake Board of Trustees, and beneath the dignity of the office Trustee Shapiro holds and the village residents he represents, therefore, be it

RESOLVED, that the Saranac Lake Board of Trustees hereby formally censures Trustee Rich Shapiro for his persistent disruptive conduct at the May 19 joint meeting, which was, and remains, inconsistent with village values and contrary to the "Saranac Lake Way."

Place Marketing



A Joint Town & Village Effort

Funded by Franklin County
Occupancy Tax 2022.

VILLAGE OF
SARANAC LAKE
— INC. 1892 —

TOWN OF
Harriestown

An aerial photograph of a town situated along a wide river. The town features a mix of buildings, including a prominent multi-story brick building on the right. The surrounding landscape is densely forested with trees showing autumn foliage in shades of green, yellow, and orange. In the background, rolling mountains are visible under a soft, hazy sky. The image is framed by large, semi-transparent red geometric shapes: a downward-pointing triangle at the top and an upward-pointing triangle at the bottom, both composed of three nested layers of varying shades of red.

Place Marketing



Place Marketing

Village of Saranac Lake and Town of Harrietstown.



Economic Development

Encouraging investment and growth.

Talent Attraction

Showcasing lifestyle and jobs.

Tourism

Increase visitor arrivals.



What do we want others to know about our region? What do we want our message to be?

- Welcoming
- Affordable
- High quality of life
- Strong sense of community
- A great place to live, work, and raise a family

Saranac Lake is a place that's authentically Adirondack and decidedly different.

At first glance, it's a historic village where the lakes and mountains are as accessible as the fresh air.

A closer look reveals a downtown with an urban vibe where creative energy flows freely. Art, music, and healthy living help define the culture of this inspiring place, while shops and cafes provide waypoints for connecting with locals.

Here is a hub that connects surrounding communities, and it's all intertwined with waterways, forests, and roads that roll past one scenic vista after another. This is a place where a beautiful balance is struck:

It's a nature-lover's paradise infused with bold ideas and quirky originality, all done in a way only Saranac Lakers can pull off.



Who is our target market? Who do we want to reach?

- Age: 25-35
- Level of education: College
- Income: \$80,000+ household
- Occupation: Entrepreneur, Blue-collar Worker
- Young Families: A couple with one or more young children, married or living together for 10 years or less.
- Area: Within a days drive (NY, PA, NJ, CT, MA, VT)
- Niche: Alumni from PSC, NCCC, and High School / possible “Come Home” campaign



What visual imagery would best promote our region? What is our competitive advantage?

- Wide open space
- No traffic
- Vibrant downtown
- Healthy lifestyles
- Real people doing routine activities: grocery shopping, banking, picking up mail at the post office, checking out a book at the library, walking home from school, etc.



What concrete steps could we take as a community to make us more attractive?

Safety

One of the most important aspects that people want in the place they live and play is safety.

Access To Jobs

People like to work close to where they live and having good jobs keeps people in their town.

Quality Schools

To attract families, a place needs to have quality local public schools that prepare children for college and/or work.

Culture

Music, art, dance, theater, museums – these are all highly valued. New museum honoring our Guiding and Logging past.

Public Places

Places to gather and recreate are important to staying healthy and connected to others.

Mobility

Having walkable and bikeable streets that are safe and easy to maneuver are important. Bike rentals at the airport.



Contractors that we could hire for place marketing?

- Saranac Lake Area Chamber of Commerce (SL)
- Great Range (SL)
- Bing Bang Boom (SL)
- Good Guy Productions (SL)
- Workshop (Regional)
- Trampoline (Regional)
- Sidekick Creative (Regional)
- ROOST (Regional)
- PBS (Regional)
- Development Counsellors International (National/Specialized)
- Atlas Integrated (National/Specialized)
- Imagine EDC (National/Specialized)

Next Steps

Deadlines

- Harrietstown Board: June 23
- Village Board: June 27
- Joint decision: June 30
- Select contractor: July 15



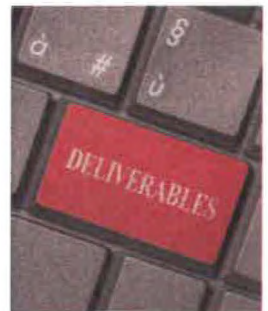
Budget

- Deliverables: \$27,500
- Paid Marketing: \$2,500
 - via social media



Deliverables

- Video in various formats
 - 3 minute full length
 - Multiple 30 second social clips
 - Website and social media formats
 - (Facebook Stories, Instagram Reels, TikTok)



Thematic Direction

- "Rail Trail"
 - Year round & all accessible via trail
 - Types of recreation: bike, walk, snowmobile, etc.
 - Connections: St. Regis Canoe Area, Airport, etc.
 - Restaurants & retail
 - Major employers



VILLAGE OF
SARANAC LAKE
— INC. 1892 —

TOWN OF
Harriestown



Food Trucks

Purpose

The purpose of this chapter is to regulate food trucks within the Village of Saranac Lake in a manner that protects the public health, safety, and welfare. This chapter describes the permitting procedures for food trucks and is intended to operate in conjunction with the regulations of Chapter XXX entitled "Zoning."

Definitions

The following terms shall, for the purposes of this chapter, have the meanings herein indicated:

FOOD CART

A mobile food service cart or stand, which is only mobile when moved by human power, from which food and beverage (prepackaged or prepared and served from the vehicle or stand) are sold or distributed in individual portions to the general public directly from the food cart for consumption.

FOOD TRUCK

A mobile food service operation located in a licensed motorized vehicle or a movable trailer and from which food and beverage (prepackaged or prepared and served from the vehicle or stand) are sold or distributed in individual portions to the general public directly from the food truck for consumption on or off of the premises.

FOOD TRUCK OPERATOR

The registered owner of a food truck or food cart or the owner's agent or employee.

Permit required

VILLAGE OF
SARANAC LAKE

A. It shall be unlawful for any person or entity to operate a food truck or food cart within the Village without having obtained a permit for such purpose in accordance with the provisions of this chapter.

B. Any person or entity desiring to operate a food truck or food cart shall make a written application for a food truck permit to the Village Clerk. The application for a permit shall be made on forms provided by the Village and shall include the information required by this chapter and the following:

- (1) Name, signature, telephone number, home address, and business address of the food truck operator and the registered owner of the food truck or food cart.
- (2) A description and photograph of the food truck or food cart, including the license plate, registration number, VIN number, year, make, length, and model of the vehicle.
- (3) Copies of the valid Franklin and/or Essex health department permit(s) for a mobile food service operation, dependent upon the county or counties in which the food truck operator intends to do business. If applicable, a copy of a valid license from the New York State Liquor Authority.
- (4) A valid certificate of authority for a mobile food service operation.
- (5) Valid proof of insurance, which must be kept continuously in force during the term of the license. At the time of application, applicants shall provide proof of insurance that extends for the entire license period and must meet the liability guidelines set by the Village. The policy shall provide that it may not be canceled except upon 10 days' written notice served upon the Village. The insurance must name the Village of Saranac Lake as an additional insured party.
- (6) If an individual or food truck operator has a secondary food truck or food cart, each individual food truck or food cart must obtain a food truck permit.

General regulations for food trucks and food carts

VILLAGE OF
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A. Food trucks and food carts are permitted to operate in X-X, X-X, X, X, XX-X-X, XX-X, XX-X, XX-X and XX-X Zoning Districts, as well as XXXXXXXXXXXX.

B. Food trucks and food carts shall not operate within any other zoning district, including the Single-Family Residential (X-X), Residential Historical (X-X) or Multiple-Family Residential (X-X) Zoning Districts, unless specifically permitted by the Village of Saranac Lake's Board of Trustees.

C. A copy of all valid permits must be conspicuously displayed on the food truck or food cart at all times.

D. All food trucks must abide by all parking and vehicle and traffic laws, ordinances, rules, and regulations at all times, including, but not limited to, any durational requirements in force and effect at that time and location. Food trucks shall not park on sidewalks, driveways, or walkways and may only park where motor vehicles may operate.

E. Food carts may operate on sidewalks or walkways but must ensure that pedestrian access is not impeded. When located on a sidewalk or walkway, food carts must ensure that pedestrians have at least a 60-inch unobstructed path on the sidewalk or walkway.

F. No food truck or food cart shall operate in a location that has the effect of obstructing access to or egress from any structure or the free flow of vehicular and pedestrian traffic.

G. No food truck operator shall chain, connect, or otherwise attach any signs, goods, merchandise, chairs, stools, food cart or other equipment to any tree, parking meter, hydrant, sign or post, light pole, telephone pole, wire, guard rail, or other street appurtenance or leave any such items unattended on a public street, sidewalk, or place.

H. All food trucks and food carts must be equipped with trash receptacles of a sufficient capacity and shall be changed as necessary to prevent overflow or the creation of litter or debris.

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I. No alcohol may be sold or dispensed from food trucks or food carts without a license from the New York State Liquor Authority for the specific location of the sale or dispensation. Any food truck operator selling or dispensing alcohol from a food truck or food cart must provide a copy of the permit from the New York State Liquor Authority to the Village Clerk and also must conspicuously display said permit on the food truck or food cart.

J. Food trucks and food carts shall be located a minimum of 100 feet from the main entrance to any eating establishment, and any other permitted food service business, during their posted hours of operation.

K. Hours of operation of food trucks and food carts shall be limited to the hours of 7:00 a.m. through 9:00 p.m., Sunday through Thursday, and 7:00 a.m. to 12:00 midnight on official holidays and Friday and Saturday. There shall be no overnight parking of food trucks at any permitted location.

L. The food truck operator or their designee must be present at all times during the hours of operation.

M. The food truck operator is responsible for the proper disposal of waste and trash associated with their operation. Operators shall remove all waste and trash from their site location at the end of each day or as needed to maintain the health and safety of the public. The operator shall keep all areas within five feet of the truck or cart clean of grease, trash, paper, cups, or cans associated with the vending operation. No liquid waste of grease is to be disposed of on site; not in or on storm drains, tree lawns, sidewalks, streets, parking lots, trails, or other public spaces.

N. Tents are prohibited. Awnings are only permitted if they are attached to the food truck or food cart and do not interfere with pedestrian or vehicular traffic.

O. A food truck operator may obtain an annual, seasonal, or monthly permit. Annual permits shall be issued on a calendar year running from January 1 to December 31. Annual permit fees shall not be prorated. Seasonal permits shall be issued for any consecutive six-month period but shall expire automatically at the

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end of every calendar year. Monthly permits commence on the first day of any month and expire at the end of every calendar month. Any permit shall not be transferable from person to person. Any permit is valid only for the food truck or food cart for which it was issued.

P. The food truck operator shall comply with all notices, orders, decisions and rules and regulations made by the Village Office of Code Enforcement, the Franklin and/or Essex County health departments, the Village of Saranac Lake Police Department, or any other Village department and/or agency.

Q. Food trucks shall be licensed as motor vehicles and able to be operated on the public streets of New York state.

Signage

All food trucks and food carts shall be permitted a single freestanding sign not greater than eight square feet in size, in addition to the following:

- (1) There shall be no limit on the size or number of signs painted on the truck or cart.
- (2) Signs affixed to the truck or cart shall not be mounted perpendicular to the truck or cart and shall not protrude beyond the edges of the truck or cart.
- (3) Any signage, including the single freestanding sign, may not be located or positioned so as to impede, block, or impair pedestrian walkways or handicapped accessibility.

Permit fees

All food truck operators shall pay a food truck permit fee in an amount set from time to time by the Village Board of Trustees. Annual food truck permits shall cost \$650; seasonal food truck permits shall cost \$450; and monthly food truck permits shall cost \$150.

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Exceptions

A. Nothing in this chapter shall be held to apply to any sales conducted pursuant to statute or by order of any court; to farmers and truck gardeners, who themselves or through their employees vend, sell, or dispose of products of their own farms and gardens; or to berry pickers who sell berries of their own picking.

B. The Village Board of Trustees may also grant exemptions from this chapter for Village-sponsored special events or other occasions.

Administration and enforcement

A. Any food truck operator who violates any provision of this chapter shall be guilty of an offense and upon conviction thereof shall be subject to a fine of not less than \$250, nor more than \$500, for each violation, or by imprisonment not exceeding 15 days, or both such fine and imprisonment.

B. Conviction of two violations of any provision of this chapter shall result in the immediate revocation of the food truck permit, which if occurs will not result in any refund for a food truck permit fee. If the food truck permit is revoked, the food truck operator will not be allowed to apply for another food truck permit for any food truck or food cart until the following calendar year.

C. The food truck operator may be required to relocate their food truck or food cart, or any of their appurtenances, if a Village Code Enforcement officer, law enforcement officer, or other code enforcement officer determines that the food truck or food cart operations are causing parking or traffic congestion, pedestrian impediments, or litter problems either on or off the property where the use is located or that such use is otherwise creating a danger to the public health or safety.