

## DOWNTOWN ADVISORY BOARD

Work Session  
March 8, 2023  
8:30AM

### Attendance:

- Jerry Michael, KT Stiles, Jacob Kipping, Amy Catania, Mark Coleman, and CJ Hagmann  
Via Zoom: Sue Smith Zukin  
Also Attending: Cassandra Hopkins, Village Staff; Kelly Brunette, Ex-Officio Member

1. Approval of February 8<sup>th</sup> meeting minutes by CJ Hagmann, seconded by Jacob Kipping.
2. National Main Street Center 101 (Cassandra Hopkins) [see materials](#).  
Amy Catania stated that it is encouraging for this group to hear of other organized groups/committees that care and are on the same wavelength.  
CJ Hagmann stated that there are not too many empty Downtown storefronts left, but that it has been good work to get the pop-up galleries set up when space becomes available (with the SL Arts & Culture Advisory Board)!  
Jerry Michael started the conversation about the state of the 'pocket park' at the corner of Bloomingdale Ave. and Church St. and opportunities to make improvements. He encouraged DAB members to think about other 'design elements' as they spend time downtown, i.e., sidewalk improvements w/ pavers, Broadway bridge's future repainting.  
Amy Catania informed DAB of a potential avenue for education and resources with a soon-to-be-created Preservation Task Force.  
Cassandra Hopkins to send out the Bike + Ped Trail Master Plan, per Jacob Kipping tying elements into the design discussion. Historic/educational signage was also brought up as a potential implementation to 'better' our streetscape and utilize Saranac Lake's unique characteristics.
3. Banner Program (replacement of former 6ers and the mosaics)  
Kelly Brunette introduced the background on the Village's Banner Program (originally adopted in 2019), and stated that between FCLDC & ROOST production of street banners is taken care of, it is up to DAB to provide ideas/input on designs and refine the schedule. Cassandra Hopkins stated that two complete sets are needing replacement, but, more immediately, the 6er banners and focusing on putting forward banners to fit in the schedule immediately before/after the Arts banners (July, August, Sept., Oct., and Nov.). Jacob Kipping to send around designs used at Hotel Saranac on posters, post cards, etc., simple, yet unique, designs.  
Other Banner Ideas: Women's History Month, Black History Month, Saranac Lake History- People-Veterans, Local Organizations, Recreation or Other 'Signature' Activities  
Jacob Kipping, Kelly Brunette, and CJ Hagmann briefly touched on the topic of the 6er challenge, and overuse in regards to parking at the trail head. Jacob Kipping stated that 2,500 brochures are annually handed out by Hotel Saranac staff to hikers starting from Downtown to complete the Baker Mtn. hike. Opportunity for better or more signage?
4. Community Enhancement Fund (CEF) (Kelly Brunette) Both the Project (public art) & Programming- the CEF established the Saranac Lake Bug Crawl in 2019 and the current

Village Budget has \$10,000 for the 3 advisory boards to use. Kelly Brunette stated that the goal is to identify community programming, maybe in Berkeley Green.

KT Stiles gave an update on the current use of the CEF funds toward a project (\*the original language of the resolution for the budget funds to be dedicated to a CEF included that the project be tied directly to 1 or more adopted plans; Strategic Investment Plan, Arts & Culture Master Plan, or the Park Vision Plan), which will go toward a permanent art installation in either Prescott or Riverfront Park. She stated the plan is to commission local artist Matt Horner for his proposed stone carving of the Saranac Chain of Lakes. She stated that additional grant funding, via North Elba's LEAF, has been requested. DAB members briefly discussed other park-centered public art, i.e. the Riverside Park bears.

5. Annual Report- Cassandra Hopkins stated that the soft deadline for content is today. DAB reviewed content shared in the working Google Doc.
6. SavorSLK Event (Jacob Kipping)- A new take on the old, Eat ADK Restaurant Week. Jacob Kipping has been working with a group of people, including the SLACC as the fiscal sponsor, to orchestrate special menus at participating bars/restaurants for the week of **April 30<sup>th</sup> – May 7<sup>th</sup>**. He stated that this is just getting underway and restaurants/bars have been contacted in Saranac Lake, Ray Brook, Lake Clear, and Bloomingdale, and that this coincides with Small Business Week and the SLACC's Grounded Event. More info. to be shared via their website/social media platforms as it becomes available.
7. Rail Trail Update?, WiFi Update?, DRI Update?, Village Board Update?, Community Development Update?

Jerry Michael stated that given the extensive agenda for today's meeting, and the usual topics not always having an update, a few items are on the agenda as a reminder, but may not have any relevance today.

Cassandra Hopkins shared an update regarding proposed Food Truck regs, and that the SL Arts & Culture Advisory Board's next Artist Mixer Event on March 31<sup>st</sup> at 6pm hosted at the Waterhole.

8. Saranac Lake History- Leonard's Department Store was the fixture of a 'retail for anyone' store on the corner of Main St. and Broadway. Amy Catania noted that the historic building currently hosts the Surgical Eye Care practice. KT Stiles stated that the building is up for sale. DAB discussed the architectural upkeep and historic features of buildings and best practices moving forward for buildings in the Downtown district that have, or are going to, change hands.
9. Other- Letter to Franklin County regarding repainting the Broadway bridge garnered a response from Lindy Ellis, but more pressure can always be put on the County to prioritize this maintenance project. Village's Development Board met and briefly discussed current proposed Local Law on STR's, plus two projects on the Essex County side of town that have to be referred to the Essex County Planning Board, so no decisions were made on the two projects. The Village Board will hold a Public Hearing on the proposed Local Law on STR's on a date that is TBA, but, definitively before Monday, May 22<sup>nd</sup> per the Board's resolution that was adopted Monday, February 27<sup>th</sup>.