

DOWNTOWN ADVISORY BOARD

Work Session

April 19, 2023

8:30AM

Attendance:

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

1. Approval of March 8th meeting minutes by Jake Widrick, seconded by Jacob Kipping.
2. Banner Program Update
Jacob Kipping shared the 'Saranac Lake activities' themed graphic with Kelly Brunette for the banner design. Kelly Brunette stated all but some of the winter-themed ones are there for the banners. She stated that this is for a replacement of former 6er banners. Cassandra Hopkins will forward the Village's banner program so DAB can start thinking about when to fit the new set into the schedule. Banners still need to go to production.
3. Broadway Bridge response from Franklin County
Jerry stated that the letter to Franklin County regarding repainting the Broadway bridge garnered a response from Lindy Ellis, which was shared, and he sees the opportunity to put the topic before the Village Board to try to further pressure the County to prioritize this maintenance project. He stated that if there is an existing list that focuses on emergency-level repairs, how will the County ever get to general maintenance?
Kathy Steinbrueck stated that this bridge has been brought to their attention before. DAB discussed different outreach plans to keep this as a need before the County. Jerry Michael stated that a letter from the mayor and rest of the Village Board would be the next step. Kathy Steinbrueck suggested bringing this to the Town of Harrietstown Board as well, and sending a joint letter. Jake Widrick offered to collect signatures from downtown businesses or share a pre-drafted letter or post-card. Jacob Kipping suggested reaching out to groups that utilize the Saranac River in town- NFCT and St. Regis Canoe Outfitters. Sue Smith Zukin stated other folks can submit a letter too, and agreed that the mayor is a good voice to get the County's attention. Follow Up Tasks: Jerry Michael to check with Compass on potential postage/postcard pricing and to reach out to Harrietstown Supervisor, Jordanna Mallach, Jake Widrick to design a letter or postcard from downtown businesses to the County and look into creating and using a QR code, Kelly Brunette to bring this to the rest of the Village Board.
4. Spring Clean Up
Jerry Michael stated that the Chamber is leaving it up to DAB to take the reins on the clean up this year, and that the Women's Civic Chamber has offered to help out with providing snacks, DAB just needs to pick a date and time, locations to clean and a meeting spot for that morning. Kelly Brunette gave a brief history of the Spring Clean Up and what DAB has done to promote it/help day-of in the past. Cassandra Hopkins suggested picking a date this spring outside of the Saturday when the Chamber's

Grounded event will take place. DAB decided that May 20th and May 13th are two good potential dates, and settled on Saturday, May 13th starting at 10:00AM at Berkeley Green with May 20th as the rain date. Mark Coleman suggested reaching out to the Kiwanis and Rotary Clubs. Kathy Steinbrueck suggested letting VIS know and the high school's Key Club. Jerry Michael offered to volunteer that day, Kelly Brunette will plan to be at Berkeley Green, and KT Stiles and Sue Smith Zukin are both a maybe. Cassandra Hopkins to coordinate on clean up locations dependent on what the Village parks crew will have already done, and will send out a revised list of areas to send people to clean up that day downtown. She will coordinate with the parks crew and DPW for anything needed for the clean up.

5. SavorSLK Update

Jacob Kipping re-introduced this to DAB stating that it is a new take on the old, Eat ADK Restaurant Week. The group working on it has committed sponsors, 11 businesses signed up to participate with 16 different menus which are online, and has also bought the rights to Savor ADK if there is opportunity to go beyond the Saranac Lake area in the future. He stated that there are over 600 people interested or coming on the Facebook general event. The week-long event takes place April 30th – May 7th.

6. Village Board Update

Kelly Brunette shared the new signage that has been designed and will, hopefully, go out this spring/summer at each of the parks, Pisgah, and the beach. She added that there are new welcome signs designed as well. Jerry Michael and Sue Smith Zukin asked about where the food truck discussion is. Kelly Brunette stated they will revisit that soon. The Public Safety Facility is a conversation topic at the Board and within the community right now. Kelly Brunette encouraged DAB members to share their feedback about the move for emergency services and any other thoughts. She shared that the discussion is more preliminary and that feedback will be taken as the Board considers how to move forward with this potential project.

7. Community Development Update

Cassandra Hopkins shared that the DRI construction progress meetings will kick back off on the 27th and there should be more of a schedule after that. There are 2 public art projects that were selected by the committee that Kathy Steinbrueck and KT Stiles served on, and those proposals are on the website (Steven Gutierrez and Matt Horner). KT Stiles added that with the LEAF grant award the \$5,000 art proposal has to be done in North Elba so they are looking at a park in that part of the Village. Cassandra Hopkins shared that PTAB has a work session scheduled to review all planning work related to the rail trail, they will focus on potential connections and gaps in the bike/ped network. Kelly Brunette stated that she will reach back out to ARTA to discuss more about the connection of the Rail Trail to Downtown amenities and what that might look like with signage, etc.

8. Saranac Lake History

Jake Widrick shared that the library has received a donation that is currently being digitized and edited into 45min – 1hr. segments of Saranac Lake footage from various events and just around town from the 1920s, 30s and 40s. He will share information about potential viewing events once he has them planned.

9. Other

Jerry Michael shared that the Walk and Talks will start back up again to look at areas around town that they have not visited yet. He asked that the Village Parks crew look to wash the planters in the parking lot adjacent to Ward Plumadore Park. Kelly Brunette stated it is on the list for this year. Jerry Michael also stated that Jamie Konkoski has reached back out to a contact for the 'pocket park' at the corner of Bloomingdale Ave. and Church St to inquire about cleaning that up, replacing the benches and fixing the lights.