



James V. Breuer, Chair  
Merike L. Treier, Executive Director

**DOWNTOWN COMMITTEE OF SYRACUSE, INC.**

**November 20, 2018**

**The Tech Garden  
Fibertech Theater**

**3:00 p.m.**

**Meeting Minutes**

**Attendance**

**Members:** Messrs. Breuer, Fiorito, Bianchetti, Dunn, Riley, Tripoli; Mss. Angrand (via phone), Gagliano, Zell

**Staff:** Mss. Holbrook, Maggiore, Schroeder, Reed, Sherlock, and Treier; Messrs. McFadden, Young

**Guests:**  
Mr. Ryan Benz, Whitney Loft Properties  
Mr. Cory LaDuke, Pyramid Brokerage  
Ms. Debbie Ruthven, MONEY Federal Credit Union  
Ms. Linda Fitzgibbons, MONEY Federal Credit Union

**I. Welcome and Introductions**

Chairman Breuer called the meeting to order and welcomed guests and members present.

**II. Approval of Minutes from September 18 , 2018**

Chairman Breuer asked the Board if they had any questions or comments on the minutes from September 18, 2018, and there were none. Vice Chair Fiorito asked for a motion to approve the July 24, 2018, Board Meeting Minutes. Mr. Dunn moved, Mr. Tripoli seconded; the motion was unanimously carried.

**III. Financial Report as of October 31, 2018**

Mr. Dunn provided the financial report as of October 31, 2018. He noted that overall, income and expenses are on target.

He reminded the Board that the DSA budget was increased this year and that two open staff positions in Environmental maintenance, plus timing of other anticipated expenses such as the holiday program and advertising campaign as part of the Marketing program, are reflected in the bottom line surplus.

Mr. Dunn asked the Board if there were any questions on the Financial Report as of October 31, 2018, and there were none.

With no further questions, Chairman Breuer asked for a motion to accept the October 31, 2018, financial reports subject to audit. Mr. Fiorito moved and Mr. Bianchetti seconded the motion. The motion was unanimously carried.

#### **IV. Administration**

##### **A. Accept Audited Financial Statements for Year-Ending 6/30/18**

Ms. Treier asked the Board for a resolution to accept the Downtown Committee's audited financial statements for year-ending June 30, 2018. The draft financial statements were previously reviewed and approved by the executive committee. Mr. Fiorito moved to approve the resolution and Mr. Dunn seconded the motion. The resolution was unanimously approved.

#### **V. Committee Reports**

##### **A. Livability Committee**

Mr. Fiorito provided an update of the progress of the Livability Committee. He noted that the West Onondaga Street gateway under the railroad bridge has been identified as a priority target area to focus committee efforts. A proposal has been submitted by the Downtown Committee to Environmental Design & Research, Landscape Architecture, Engineering & Environmental Services, D.P.C. who is working with the Allyn Foundation on the design for the 484 Salina Street project. The Livability Committee also reached out to NY Susquehanna & Western Rail Road who also agreed to work with the committee on the area. The next step will be to have a few members of the committee to meet with the City of Syracuse, their engineering department and C&S Companies in early December to coordinate on the master vision for the space. The

Downtown Committee will act as the convener of all parties and may be the entity to seek funding to implement a larger plan, once the plan is developed and there is stakeholder buy-in. A few members of the Southern Downtown Group have been asked to join the committee on this effort as well as other businesses and organizations in the southern end that will be affected by the proposed redevelopment.

## **B. Security Liaison Committee**

Mr. Tripoli provided an update from the Security Liaison Committee. He noted that the Downtown Committee's role will be to foster more collaboration between the Human Service Agencies, Housing Homeless Coalition and downtown businesses. The HHC will determine a logical committee model to address concerns shared by downtown constituents around mental health, addictions based on existing structures (the Downtown Committee will be invited to participate.) The agencies will come back to the Security Liaison Committee with a recommendation of appropriate resources and examples of other cities' PR campaigns to educate about panhandling and giving where it counts. This will be a larger marketing campaign requiring everyone's support and help secure funding to implement. The timeframe goal for campaign rollout would be April 2019.

## **C. Doing Business**

Ms. Zell provided an update from the Doing Business Committee. The Committee sent the building project permit self-certification proposal to the city on October 30 for review. It was endorsed by 13 companies that are mostly business owners. It is also currently under review by the board of the AIA-CNY Chapter for potential endorsement. A meeting will be scheduled in early December with Nora Spillane, the Business Development Director, Ken Towsley, Director of Code Enforcement, and Jake Dishaw, Director of Central Permits to discuss the concept. Ms. Treier added that the committee is working with architectural firms for feedback on the proposal. Mr. Riley recommended the committee to speak to insurance carriers about the possibility of liability issues surrounding a self-certification process.

## **D. Nominations**

Chairman Breuer announced he will be stepping down as Chair of the Downtown Committee at the end of December. He also reported that the nominations committee met to review and recommend to the mayor the following new board member appointments as of January 1: Tony Fiorito – as the new Chairman; Peter Dunn – Treasurer, Bob Doucette – Secretary, and Jo Anne Gagliano – Vice Chair. There is also an additional vacancy on the board that will be confirmed. A formal letter of board appointment recommendation will be sent to the mayor.

Mr. Fiorito formally thanked Mr. Breuer for his service on the Downtown Committee Board of Directors.

## **VI. Holiday Program**

- *Holiday Decorations* - Ms. Reed reported that the Downtown Committee has extended the four-year holiday decorations contract (that is shared with the city) for one more year with the current supplier. The contract will be re-bid next year.
- *“Wish Upon a Downtown Star” Selfie Spot*: Ms. Reed announced that the Downtown Committee purchased a 10 foot decorative lighted “Star” which will serve as a fun new “selfie spot” during the holiday season. It can be found illuminating Perseverance Park. Downtown residents, employees and visitors are encouraged to pose in front and take a selfie and share their “wish” for the community across social media using the hashtag #IWISH. Pathfinder Bank is sponsoring the program this year.
- *Television Ad Campaign* – Ms. Reed played the new holiday commercial for the board. The commercial was produced by 325 Productions. She noted that 6,000 spots will air on cable networks November 20 through December 30.
- *Downtown Window Wonderland Contest*: Ms. Holbrook announced that this is the third year for the contest which runs from November 23 – January 1. So far, 21 businesses are participating. The community will vote and cash prizes will be awarded.
- *Holidays in the City*: Runs Saturday, December 8 and Sunday, December 9 12-5pm, Downtown holiday activities include carolers, ice skating, live reindeer, ice sculptures and more. The full calendar of events can be found on [downtownsyracuse.com](http://downtownsyracuse.com) and in the recent digital newsletter.

- Other favorite activities that are back include Dash and Dot Downtown Adventures, and Downtown Deals to encourage shopping,

Ms. Treier noted that downtown security provides holiday shift coverage, with weekend hours on Saturday and Sunday through the New Year.

## **VII. Public Comments**

Mr. Bianchetti noted that National Grid can take color specific lighting requests on their building on Erie Boulevard.

## **VIII. Other Business and Adjourn**

With no further business before the Board, the meeting was adjourned at 4:10 p.m.

### **Next Board meeting:**

**Tuesday, January 22, 2019 (SDODC)**

**3:00 p.m.**

**Tech Garden – Fibertech Theater**