

**Watertown Local Development Corporation  
Meeting Minutes  
Thursday, May 18, 2017**

The Watertown Local Development Corporation's Board of Directors meeting was held on Thursday, May 18, 2017 in the WLDC office, 82 Public Square, Watertown, New York.

**Present:** Mayor Joseph Butler, Jeffrey Fallon, RoAnn Dermady, Michael Lumbis, Donald Alexander, John Vanderloo

**Excused:** Dave Zembiec, Jennifer Voss, James Mills, Erika Flint, Steve Hunt

**Others Present:** Joseph Russell, Legal Counsel

**Staff:** Donald Rutherford, CEO; Kim Taylor Executive Assistant

**Call to Order:** Mr. Butler called the meeting to order at 8:33 a.m.

**Minutes:** Motion made by Mr. Alexander and second by Mrs. Dermady to accept the minutes of April 27, 2017 as presented. All in favor, motion carried.

**Financial Report:** Mr. Fallon presented the April 2017 financial statements and stated the investment account journal entries were not available and will be posted next month.

Mr. Rutherford reviewed the delinquent loan customers.

Motion made by Mrs. Dermady and second by Mr. Lumbis to approve the April 2017 financial statements. All in favor, motion carried.

**Correspondence:** There was no correspondence.

**Loan Review Committee**

**Hole Brothers Holding, LLC:** Mr. Fallon stated the Loan Review Committee reviewed the request from Hole Brothers Holding, LLC and recommend approval, however Hole Brothers Holding, LLC has requested a change in the amount requested. Mr. Fallon stated Hole Brothers is requesting a \$70,000 loan to purchase 321 Howk Street, Watertown, NY. Mr. Rutherford stated Hole Brothers were recently made aware the project qualifies for the Development Authority of the North Country Economic Development Fund which offers half of the project funding as a grant and half as a loan at 1%. If the loan is approved by DANC, this will reduce debt and interest expense. Mr. Rutherford stated to qualify for the funding Hole Brothers needs to secure the property.

Motion was made by Mr. Lumbis and second by Mr. Fallon to approve a \$70,000 loan to Hole Brothers Holding, LLC to purchase 321 Howk Street at 5% for 20 years, 2<sup>nd</sup> position collateral mortgage on property, guarantees of Reginal J. Schweitzer, Thomas J. Shultz, Christina A. Shultz, Maggie's on the River contingent upon bank financing and approval from the Development Authority of the North Country. All in favor. Mrs. Dermady abstained. The motion carried.

**Audit and Finance Committee:** Mr. Rutherford stated two requests for proposals from accounting firms were received which need to be reviewed by the committee within the next month. Mr. Butler suggested holding a lunch meeting on a Monday or Thursday to review the proposals. Staff will contact committee members to schedule a date.

**New Business:** There was no new business.

#### **Old Business**

**Edirin Igho-Akiti d/b/a Eddy's Caribbean:** Mr. Butler made a motion, second by Mr. Fallon to remove Edirin Igho-Akiti d/b/a Eddy's Caribbean from the agenda. Mr. Rutherford stated Mr. Igho-Akiti has not provided the updated information regarding loan request. All in favor, motion carried.

**Square Block Party Update:** Mr. Rutherford stated the Square Block Party Committee members have visited downtown businesses and have received positive responses to participate in the parties. Liability insurance certificates, Department of Health permits and contracts will be collected from vendors, entertainers and demonstrators and forwarded to the City of Watertown. The event map has been completed and circulated to the City. Three opening bands have been selected as well as a security firm to be present at the events. Mr. Butler suggested 20 to 30 security volunteers be selected for the events and to contact the City Chief of Police and State Police Department to be on call. Posters will be created and provided by Whimsical Pig, LLC.

The board discussed where the event may be held in climate weather, stating the event occur rain or shine. Mr. Rutherford stated there has been discussion of setting up the stage at the opposite end of the square against the prevailing winds and whether tents will be needed to cover the stage. Mr. Butler stated the Butler Pavilion could be used as alternative site.

Board members discussed the continuation and possibility of next year's block parties to be paid for by sponsors.

Mr. Rutherford stated the block parties may go over budget based on the fee for set up and breakdown of the stage which is being provided by the City of Watertown. The request to waive the fee has been submitted to City Council.

**Downtown Beautification Project:** Mr. Rutherford stated he met with Sue Gwise, Horticulture Educator, Jefferson County Cornell Cooperative Extension, Jake Johnson, Jake's Lawn Care and Mike Lumbis and identified areas to conduct the beautification initiative. Ms. Gwise suggested the types of plants and colors to use and indicated the Master Gardner Club will plant the flowers free of charge. The cost of the plants is \$3,096.36. Mr. Rutherford stated this does not include the cost of maintenance (watering and pruning). Mr. Rutherford stated it would cost \$600 to \$1000 a week to maintain the plantings. Mr. Rutherford questioned whether the City could water the plants at a reduced rate. Mr. Lumbis stated the DPW could possibly water the plants but not on a weekly basis. Mr. Rutherford stated in his discussion with Mr. Johnson he indicated the islands should be sprayed for weeds prior to planting and existing soil replaced. The board discussed the cost of the flowers, maintenance, and the possibility of using different types of plants. Mr. Rutherford indicated that this is a busy time for landscapers and if we want to move forward with the beautification project we need to act soon.

Mr. Butler and Mr. Fallon suggested we reach out to other cities regarding their efforts of beautification projects.

Mr. Butler stated we need to determine the maintenance of the flowers and meet with Ms. Addison to ensure we have the appropriate agreements and liability insurance in place with the Master Gardner Club before we proceed. No action was taken, more information is needed before we can move forward with the beautification project.

**The Retail Coach Update:** Mr. Rutherford stated Mr. Cofer has completed the different opportunity zones and will have appropriate graphics completed. A block by block analysis has been completed and vacancies noted. Mr. Cofer will begin work on the database within the next few weeks which will contain basic information to be easily tracked and updated. The Retail Coach's next trip will be to call on independent businesses in Syracuse about locating in Watertown. Workshops with downtown businesses will be scheduled this summer. Mr. Rutherford stated Mr. Cofer will be attending the ICSC trade show next week. Mr. Butler questioned what marketing information the Retail Coach will distribute at the trade show regarding Watertown. Mr. Rutherford stated there is no information at this time.

**Franklin Building Signage:** The tenants of the Franklin Building are no longer allowed to display sandwich board signs in front of the building due to the sign regulations. Mr. Rutherford stated wrought iron brackets will be purchased and installed on the exterior of both Public Square and Franklin Street sides of the building. The signage will list interior tenants. Tenants will be responsible for the cost of their signage.

Mr. Alexander expressed the need for someone to champion the planning of downtown stating it could be done or should be done by the LDC; we need to make a distinction between whether the LDC is going to conduct economic development or be a lender. Mr. Alexander stated hiring the Retail Coach was part of the strategic planning, but we need to desperately pool groups together (Chamber, DBA, etc.) and be more proactive than what we are, we need to be a greater force in the community. Mr. Butler stated these were topics for a strategic planning session.

**Next Meeting:** The next meeting will be held on Thursday, June 15, 2017 at 8:30 a.m.

**Adjournment:** Mr. Fallon made a motion to adjourn the meeting at 9:44 a.m. second by Mr. Vanderloo. All in favor, motion carried.