

CITY OF WATERVLIET LOCAL DEVELOPMENT CORPORATION
MEETING

September 27, 2022– 6:00 pm

MINUTES

Members Present:

Paul Murphy (PM)
Charles Patricelli (CP)
Dan Lortie (DL)
Shannon Brundige (SB) – LDC Administrator
H. Kahn (HK) – LDC Bookkeeper

Guest – Steven Golding, Assistant City Planner

Excused:

Joe LaCivita (JL)
Amy Ethier (AE)

SB Called the meeting to order 6:07 pm

Agenda and Discussion Items:

1. Minutes from meeting of 3/29/22 & Minutes from meeting of 6/20/22 – SB
 - a. Motion to accept both sets of minutes – PM
 - b. Second – CP
 - i. PM - Yes
 - ii. CP - Yes
 - iii. DL - Yes
2. Financial Report & Status of Program Funded – H. Kahn
 - a. As of August 31, 2022
 - i. Invoice notice needs to be sent to Collett Funeral Home
 - ii. Repayment from Wicked Smart (balance owed is \$62,000)
 - iii. As of 8/31/22 - \$50,000 in grant receivables, \$39,666 in bank
3. General Discussion
 - a. CP – Introduction of Assistant City of Watervliet Planner Steven Golding
 - i. Currently updating the City of Watervliet 2011 plan, creating a comprehensive plan a hoping to update through the next 5-6 years and the do a larger one after that.
 - ii. Adding contemporary policy language, smart growth goals
 - b. CP – Business Page Proposal
 - i. Idea to create a business page website linking all business websites to the WLDC page in a directory form
 - ii. Effort to get the business to promote themselves
 - iii. Business owners will be responsible to update their own website, WLDC will maintain a business directory

- iv. Placement of actual signage in locations such as bike trail, dome
- v. Some businesses don't have websites, so promotion will be a simple address location
- vi. Hoping to promote vacant storefronts as well and maintain a directory of vacant properties of locations
 - 1. Capital District Digital proposal Website Directory
 - a. \$600 one time set up fee, \$75/month (\$1,500 annually)
 - 2. CP – asking WLDC for a monetary commitment to get the process started, he would seek a demo to review prior to a full financial commitment
 - 3. SB – Ask Capital District Digital for site traffic data
 - 4. Steve Golding – Suggested adding grant and loan applications on the WLDC page & building vacancy information
 - a. SB – What kind of criteria would WLDC want from businesses seeking WLDC assistance?
 - b. SB – Will put together criteria and applications for next meeting
- vii. CP – asking to appropriate \$1,500 for next calendar year to build a business directory
 - 1. Motion to appropriate funds – CP
 - 2. Second – PM
 - a. PM - Yes
 - b. CP - Yes
 - c. DL – Yes

Meeting scheduled for December 19, 2022

Adjournment 7:11 pm