

**Budget Workshop held October 29, 2015 at 10:00 A.M. at the Town Hall in Schroon Lake N.Y.**

**Present:**

**Supervisor:** Michael Marnell

**Councilpersons:** Roger Friedman, Meg Wood, Don Sage

**Highway Superintendent:** Dana Shaughnessy

**Town Clerk:** Patricia Savarie

**Budget Officer:** Chris Stone

**Also Present:** Albert May, Tammy Whitty- Brown, Tony Kostecki, Peter Johnson,  
Arlene Whitty, Don Whitty and Lester McCoy

Supervisor Marnell called the meeting to order at 10:00 A.M. with a salute to the Flag.

**Chamber of Commerce**

Tammy Whitty-Brown, the Chamber of Commerce Executive Director, stated that the Schroon Lake Chamber has gone through a transition period over the past few years.

- We currently serve as the central phone for the Adirondack Marathon. If people have questions about their registration Tammy and her team have to refer them to the Marathon's website. All other calls are screened, messages taken and Marathon team members are contacted to deal with issues.
- We ordered over 50,000 placemats this year that not only advertised events going on in town, but nearly 20 business and non for profits advertised on them. The placemats are given to local dining establishments at no cost to them. Shirley's Dinner, Pitkin's Restaurant, Timberwolf Pub, Black Bear Restaurant, Adirondack General Store. ALL 50,000 placemats were used by the second week in August.
- We had 10,000 visitor's guides produced this year. We only have 600 left in the office. Tammy made sure that they were distributed at the following locations this year, personally delivering many herself:
  - Southern Saratoga Visitors Center at Exit 9 Northbound
  - ROOST's Visitor Center in Lake Placid
  - Plattsburgh –North Country Chamber of Commerce and Visitors Center
  - Exit 40 Southbound Visitors Center
  - Lake George Region Visitors Center at North Bound Exit 17
  - Lake George Region Visitors Center in Downtown Lake George
  - And our newest location... Exit 30 Southbound Visitors Center/ we also have a display for 6months.

Not only has distribution of our Visitors Guide grow this year, but our online presence:

- Tammy has worked closely with ROOST in making improvements with our Schroon Lake Region.com website that is used to increase tourism. The page is seeing more traffic, here are the statistics:
- In February, our Schroon Lake Chamber **Facebook** page had approximately **230 Likes**, we now have a following of **687!** This is because Tammy is making sure that every event is posted on there so people know what is happening in town.
- A Twitter account was started over the summer for Schroon Lake and we now have close to 148 followers.

Besides increasing our online presence, Tammy has attended the following shows handing out literature and answering questions throughout the region this year:

- Adirondack Sport & Fitness Show in Saratoga, NY. Two Day Show with 5000 attendees.
- Adirondack Days @ Capital Building in Albany. A one day event with all state legislators. We were the only chamber in attendance, and were joined by Tony Kostecki of Seagle Colony, Ron Moore from the Town of North Hudson and Paradox Brewery at the reception. This was a very large presence for Schroon Lake.

- Plattsburgh Business Expo at the Plattsburgh Field House. 2000 or more attended.

To continue the public exposure, the Chamber attended the following events:

- Full Booth at the Schroon Lake Arts and Crafts Fair
- An information table was set up at every Square Dance with information on the town and items to purchase that carry our Schroon Lake Logo that will help promote Schroon Lake.
- 4<sup>th</sup> of July Adk Gift Basket Raffle was moved outdoors in front of the Chamber which allowed all of the team members at the Chamber to interact with our visitors and the local community. The Adk Raffle Basket raised nearly \$2200 this year.

Tammy also represented Schroon Lake Region at the following Regional Events:

- Legislative Breakfast hosted by the North Country Chamber in Spring of 2015. A packed house!
- ROOST's Spring Legislative Reception, and other various Roost events.
- Adirondack North Country Association (ANCA) 60<sup>th</sup> Anniversary Event-representing Schroon Lake and cheering on the McNamara's as they received their award for their successful completion of the Go Digital Go Dark campaign that helped save our Strand Theater.
- Served as a Guest Speaker at the Schroon Lake Lions Club meeting for October.

The chamber has wrote support letters for various NY State Consolidated Grant Funding Applications such as the proposed new hotel project and a new theater at Seagle Colony, both which will help grow our economy.

Tammy has worked hard this year to increase the income for the Chamber by coming up with creative fund raising ideas such as:

- Starting an Emporium Section in the Chamber where we sell Schroon Lake Logo items that will encourage people to visit Schroon Lake when they see their friends wearing a Schroon Lake hat or drinking coffee out of a mug with a picture of our famous bandstand and lake. Sales jumped from \$200 last year to nearly \$2500 this year.
- The Chamber had its first every Square Dance T-shirt to sell each week. They were designed by Anne Gregson and they read "It is Hip to be Square(Dancing) in Schroon Lake". They were a great hit, we sold one night alone almost 31 T shirts.
- The Chamber had a fundraiser through Adirondack Foundation to raise the funds to remove all the old card box brochure holders and purchase new acrylic ones that are more professional looking. The fundraiser was a success, raising nearly \$800.
- The Chamber was able to save 65 hours of payroll hours this year by having committed staff, that is a savings of \$568.75
- The parade was a huge success with over 5 bands in attendance for 2015.
- Due to creative marketing throughout Plattsburgh/Glens Falls/Saratoga/ and Clifton Park, the Labor Day Weekend events were a huge success. The Town on Saturday was packed, the Seniors had their best garage sale every with over 88 vendors, and the street dance was well attended.

#### **Plans for 2016**

The chamber will continue to move forward, and provide our business community with the tools they need to be successful and grow tourism to our region by reaching the following goals:

- Continue to reach out to our local businesses and encourage them to partner with the chamber and provide them guidance and tools to help them reach their business goals.
- Work with Schroon Lake Central to establish continuing education classes to help our local business owners with their businesses, such as:
  - a. Business Development
  - b. Marketing
  - c. Website Development
  - d. Social Media
- Continue to partner with adjoining communities such as Adirondack, North Warren, North Creek Region, Ticonderoga, North Hudson to increase our tourism.
- Continue to fundraiser for the Chamber so more programs and events can be offered.
- Continue to update and make the Chamber/Visitors Center more modern, friendly and welcoming.
- Continue to work on strengthening our social media presence and encouraging strong tourism.
- Begin to work with the Essex County IDA, the Economic Development Corporation in Saranac Lake to encourage business growth in the Schroon Lake region with the hopes that new jobs will be created and new families will move to our region to work and live.

We hope that this gives you an idea of how your generous funding has and will continue to assist the chamber's goals to positively impact our local economy through support of local businesses and a focus on attracting tourism to our town. Please know that the dollar you allocate for use by the

Schroon Lake Chamber of Commerce will be wisely used to support these goals. With your help, we look forward to an even better 2016.

**Ambulance District**

Arlene Whitty presented the budget for the Ambulance District. The Fire Department still did not know what E5 contract would cost for the 2016 budget. The Town of Schroon will be contracting out with the Fire Department for Ambulance services and the taxpayers will see it as a separate line item this year on their taxes. The Town does not own the equipment and it is a separate entity. The Town of North Hudson has agreed to pay 19% of the total budget. It was agreed that the total budget for the Ambulance District would be \$345,000.00. The Town Board agreed to pay \$245,000.00.

**Town Board Meeting**

**December 2, 2015 at 3:00 PM to discuss Employee Handbook and the Wage Statement**

**Resolution #197 Right Away for SLIC**

Councilman Friedman moved a resolution to give SLIC a right away at 104 NYS Route 74, tax map #136.3-2-11.200 and will not obstruct the Town of Schroon access to the Water Department and in the event that that there is an increase in the assessment the increase in taxes will be paid by SLIC, seconded by Councilman Sage; carried.

**Resolution #198 2016 Salary for Elected Officials**

Councilwoman Wood moved a resolution to increase the salary for 2016 for the Town Clerk, Highway Superintendent and the Chairman for the Assessors with an increase of \$1040.00, seconded by Councilman Friedman; carried.

Supervisor \$ 34,680.00  
Supt. Of Highways \$ 41,666.00  
Councilpersons (4) \$ 6,608.00  
Town Clerk \$ 18,904.00  
Town Justice \$ 22,270.00  
Town Assessor \$ 32,304.00

**Resolution #199 2016 Hourly Raise for Employees**

Councilman Sage moved a resolution to increase the hourly raise by \$.50 more an hour for all employees, seconded by Councilwoman Wood; carried.

I, Patricia J. Savarie, do hereby certify the foregoing to be a true and correct transcript from the minutes now on file in my office and of the whole such original minutes.

Dated: November 4, 2015 \_\_\_\_\_  
Town Clerk

