

Town Board Meeting held February 12, 2018 at 6:00 P.M. at the Town Hall in Schroon Lake N.Y.

Present:

Town Supervisor: Michael Marnell

Councilpersons: Clara Phibbs, Roger Friedman, Don Sage and Meg Wood

Town Clerk: Patricia Savarie

Also Present: Albert May, Skip and Fran Mahler, Randy Garrison, Margaret Soucy, Brenda and Bob Flynn, Mark and Kathy Granger, Sue and Glen Repko, Marcia Hartnett, Bonnie Coffin, Brooke Clark, Tom Luciano, Brian Bearor, Kayla Carlozzi, Lisa Hess-Marke, Scott Chadbourne, Barbara and Duke Connor, Denise Paradis, Gail Simon, Steve Cass and Don Keller

Supervisor Marnell called the meeting to order at 6:00 P.M. with a salute to the Flag.

Public Participation

Margaret Soucy stated that since 2012 she has had issues with her neighbor not following the deed restrictions. First it started with boulders being moved from above where our well sits, we have a spring fed well. Lattimore, who lives up on top, had her son move big boulders, I had the Building Department there, they moved boulders from our property, pushed them back and it makes a wave which unprotected my well. Jon, the Building Inspector, told them to fix it and put a couple of bales of hay in that spot. It has been an ongoing issue and I have mentioned it to you Mike several times. They graded their road so far that our garage floor has been cracked and our driveway got so bad it sunk our RV into the driveway. Now we go to the other building issue, in our deed it states "one residence per lot", since then they have built a garage and now have an apartment above it. I have been down to the Building Inspector and back and forth with lawyers. Your Building Inspector informed me on August 8, 2017 that he could not issue any permits or stop order until he got written permission from me to enter the property. I gave him written permission in 2012. I went to California and when I was gone Brian McCoy told me only two weeks ago that he had gotten all the Building Permits, how he got them I don't know, because the building was already up with somebody up there living. Brian told me he got all the building permits to protect himself. How did these Building Permits get issued? This is what my husband and I want to know. My husband works for the Town of Colony and this would never happen down there, the project would have been stopped. So now they have there Building Permits, first of all the foundation of the footings should be 4 to 5 feet below frost, that was never inspected. The framing was never inspected, there has never been an electrical ruff or final electrical inspection and they don't even have a C.O. on the first house that was built, so how does this happen in the Town of Schroon? We bought our home because it was a residential area and we thought we were going to have peace of mind

there. We have no peace of mind, she drives up and down that road like a mad woman. I've talked to Essex County, he told me not to go by the deed, I have the deed with me which states "one parcel per lot", that's four lots. Jon said he can't get permission why do I need to give him permission to go up there and plow, if they don't have to follow the deed, why do I have to follow it? Give me an answer, you are the board. Councilman Friedman stated that Sams Road is a private road so the Town of Schroon does not have jurisdiction on the road, but what is written in the deed is written in the deed. Deed restrictions are civil and have nothing to do with the municipality. The Town should be aware of the deed restrictions and your problems but the Town has nothing to do with civil problems. They are not enforceable by the Town of Schroon they are only enforceable by the people who live in the area. Margaret stated then how do you get permits out? How are permits issued if you don't do an inspection? Councilman Sage stated, that is true, they need to be inspected for electrical, foundation needs to be built to code. Margaret stated how can you do that now? Councilman Sage stated unless you go to inspect it, you can't. Margaret stated, then that building needs to come down. Councilman Sage stated or at least be inspected to see if it meets code. Margaret stated how can it be done when the building was already up and was done behind my back while I was in California and got permits from the Town of Schroon Building Inspector. I have spent money on lawyers for all of this. Our big concern is, why were these permits issued with no inspection? The Town is liable, is the Town going to pay me for a new well or for my cracked foundation where I'm getting water in my basement, which never happened before. Are you going to pay? You allowed this to happen. Supervisor Marnell stated we did not allow this to happen, as you said you had an easement to go up there, you could have gone up there and told them to stop. Margaret stated I did, I had the Building Inspector up there. I had to hire Tinker Graves to get our RV out of a huge hole in our driveway because now the water is gushing out of there and our biggest fear is our well and all they did is put up a couple of bales of hay up there, which Jon told them to do. You need a new Building Inspector for starters. I'm not trying to cause a problem, we just want a peaceful life, we don't bother anybody. Supervisor Marnell stated I did ask Jon Senecal and he said everything was taken care of. Margaret stated that he was a liar and I'm going to come out and tell you he is a liar and he contradicts every letter he writes. He tells you he is going to write a letter and then I see him and ask him when are you going to write the letter. Then he tells me he can't go on the property unless I give him permission. There is no C.O. on the house, unless they issued it on a sneak. Councilman Sage stated there should not be anyone living there unless they have a C.O., you have a point, this is not a good deal at all, they defiantly did wrong. You need to protect your well. Supervisor Marnell stated I can not give you an answer tonight but will look into it and give you a letter in writing

within a week. Margaret stated I want answers and there has been no inspections and I know that for a fact there was no C.O. on her house, because when her husband was alive, he told my husband he would not let them into the house to issue a C.O. Apparently if the Building Inspector cant go on your property, which I have never heard of, to give a C.O., then who can? Councilman Sage stated it should be right in the Building Permit that is issued, that the building is open for inspection, to look at everything. Margaret stated that when we bought our property we had to get all kinds of inspections. We are just afraid that the well is going to go and who am I going to get to do my well, because the Town is not going to pay for it.

Resolution #59 Approval of Minutes

Councilwoman Phibbs moved a resolution to approve the minutes for the Organizational Meeting and Regular Board Meeting held January 3, 2018 at 6:00 P.M. seconded by Councilwoman Wood; carried.

Resolution #60 Audit of Claim

Councilman Friedman moved a resolution to pay the bills as reviewed, seconded by Councilwoman Sage; carried.

2017

General Fund \$4935.68 Sewer \$797.91 Highway \$13,209.26
Water \$2529.52 Revitalization \$1561.45 CDBG-RLF \$671.21

2018

General Fund \$74,516.98 Sewer \$185,271.80 Water \$3066.49 Highway \$36,813.39
Town Hall Project \$54,894.21

Sue Repko on the Big Read at Schroon Lake Central School

Sue Repko, from the Schroon Lake Central School Board, stated the school will be having a Wild West Festival to go along with there Big Read program which is a program of the National Endowment for the Arts in partnership with Arts Midwest. The book which was chosen is True Grit to go along with the Frontier Town Theme. The Festival will be held May 19, 2018 below is a location of activities:

Community Church – Food

Town Hall and Library – Make your own poster and Wagon Rides

Dock Street Lawn- Olde tyme children s games

Dock Street Old West Facades – Life size cutouts and stockades

Dock Street Performance Area – Noon Country Music, 1PM Square Dancing, 2PM Wild West Juggling

2:30PM Frontier Justice Show

Beach – 12:30 PM Campfire Sing-A-Long

Parking Lot- Barnyard Animal Exhibit and Pony Rides

Boathouse – Olde Tyme Photos and Arts and Crafts

Speaker from YMCA Brian Bearor

Brian Bearor, the Chief Executive Officer of the YMCA, stated in June, 2016 the Himoff Family donated a building in Brant Lake, which was formerly Suzie Q's Restaurant, to the YMCA to serve the local community as well as the Adirondacks regionally. The renamed YMCA Adirondack Center is a year-round multi-generational facility. The goal of the Center is to partner with other service related organizations to increase capacity and serve the unmet needs of all ages.

A summer literacy program (known as No More Learning Gap) for children entering 1st and 2nd grades was launched in the summer of 2016. NMLG focuses on preventing the regression of reading skills during the summer by providing academics, camp activities and a field trip each week. This was made possible through the generosity of the Himoff and Powers Families. The Y-Achievers program launched in September, 2016 and was supported by a significant lead gift from Stewart's Shops and the Dake Family. Its focus is to support middle school students during and after school hours in the areas of academics, character and career development, and enrichment activities.

Other programs such as parent/child play gatherings, movie nights and Senior Lunch & Learns are offered to members of the community. These activities provide opportunities to engage in healthy living and socialization in a group setting.

Resolution #61 Approve Generators Maintenance for Water Department

Councilwoman Phibbs moved a resolution to approve the Water Department Generator Maintenance agreement for \$2,297.65 and Repair and Service for Engine cooling system for \$4,954.45, seconded by Councilman Friedman; carried.

Resolution #62 Approve Youth Bureau Agreement

The following resolution was offered by Councilwoman Wood, who moved its adoption.

WHEREAS, The Town of Schroon has again decided to run a youth service program(s), and

WHEREAS, the Town of Schroon has approved the appointment of its Youth Commission members and,

WHEREAS, the Youth Commission has been authorized to expend at least \$51,900.00 to cover the 50/50 match required by the New York State Office of Children and Family Services, therefore,

BE IT FURTHER RESOLVED, that the Town of Schroon approved the 2018 application and authorized the Youth Commission to expend at least \$51,900.00 for the 2018 youth services program(s), and

BE IT FURTHER RESOLVED, that the clerk send a copy of this resolution to the Essex County Community Resources office, 7533 Court Street, Elizabethtown, NY 12932.

This resolution was duly seconded by Councilwoman Phibbs and was adopted.

Resolution #63 Approve Youth Commission Board

The following resolution was offered by Councilwoman Phibbs who moved its adoption.

Whereas, the New York State Office of children and family services mandates in law 420 article 16, the yearly appointment or reappointment of a person to act as a representative on the County Youth board/planning committee take place and

Whereas, also in executive law 420 article 16, a municipality receiving office of children and family services funds must appoint a Youth Commission. Now Therefore,

Be it Resolved, that the Town of Schroon appoints Mary Gereau to act as the official representative for the Town of Schroon on the Youth Board/Planning Committee and that Jeffrey Cutting shall act as her alternate, and

Be it Further resolved that the Town Board of the Town of Schroon appoints the following to serve on the Schroon Lake Youth Commission:

Mary Gereau, 447 Charley Hill Road, Schroon Lake NY 518 532-9649 Employer Schroon Lake Central School.

Jeffrey Cutting, 213 US Route 9 Schroon Lake, NY Employer Schroon Lake Central School.

Jen Belrose, 38 Cross St., Schroon Lake, NY 518 532-9342 Employer Schroon Lake Pharmacy

Lori Slymann 48 Cedar Hill Drive, Schroon Lake, NY 860 457-8189

Also, Be It Further Resolved, that the town board of the Town of Schroon authorizes the director of the Essex County Youth Bureau to sign amendments of no increase/no decrease in State Aide for said municipality, and that the director of the Youth Bureau has agreed to return copies of the amendments to the municipality, and

Be it further resolved that the Clerk of this Board shall submit a copy of this resolution to the Essex County Youth Bureau, Essex County Government Center, Elizabethtown, NY 12932

This resolution was duly seconded by Councilwoman Wood and was adopted.

Resolution #64 Approve Contract with SPCA

Councilman Sage moved a resolution to approve the contract in the amount of \$2,654.55 with the SPCA of Elizabethtown NY, seconded by Councilman Friedman; carried.

Resolution #65 Accept Severance Cemetery

Councilman Friedman moved a resolution to accept the Severance Cemetery, seconded by Councilman Sage; carried.

Town of Schroon, County of Essex, State of New York

WHEREAS, there has been established in the town cemetery known as the Severance Cemetery Association, Inc., which association maintains a public cemetery on Stowell Road in the Town of Schroon, Essex County, New York, and owns property in said Town, and

WHEREAS, said association has under its care certain funds for perpetual care, permanent maintenance, special trust, general fund, deposited in the following banks:

Ticonderoga Federal Credit Union, Savings and Checking

Glens Falls National Bank, Checking and a CD

WHEREAS, the association has been and still is unable to procure sufficient income from above

investments, the members of the association and from the representatives of the deceased persons interred in the cemetery.

WHEREAS, the cemetery association has requested that the Town of Schroon, pursuant to Section 1506 (j) of the Not for Profit Corporation Law, accept the conveyance of the cemetery premises and transfer of assets.

RESOLVED, That the Town of Schroon accept the conveyance of the cemetery premises and transfer of assets.

RESOLVED, That the Town of Schroon accept the conveyance of the cemetery premises and the transfer of the assets from the cemetery association, such conveyance shall be subject to all agreements as to lots sold and all trust, restrictions and conditions upon the title or use of the real property or assets.

Resolution # 66 Accept or Reject BTI Contract

Councilwoman Phibbs moved a resolution to accept the BTI contract for \$16,320.00, seconded by Councilman Friedman for discussion; not carried.

Roll Call Vote:

Supervisor Marnell	Nay
Councilman Sage	Nay
Councilwoman Phibbs	Aye
Councilman Friedman	Nay
Councilwoman Wood	Nay

Resolution #67 2018 Contract with the Schroon Lake Ambulance Squad

Councilwoman Wood moved a resolution to approve the 2018 contract with the Schroon Lake Ambulance Squad, seconded, Unanimously.

CONTRACT

This agreement made January 1, 2018, between the Town Board of the Town of Schroon, Essex County, NY, party of the first part, and the Schroon Lake Emergency Squad Inc. a membership corporation organized under the laws of the State of New York and having its activities in the Town of Schroon, party of the second part.

WHEREAS, it is provided in Section 122-B of the General Municipal Law that a Town Board may contract with a Ambulance Service for the purpose of providing emergency medical treatment or transporting sick or injured persons found within the boundaries of the municipality.

WHEREAS, the party of the second part has an organized rescue squad, ambulance and equipment, has consented to furnish general ambulance service in the Town of Schroon during 2018 for consideration of \$292,175.00, and

WHEREAS, the party of the first part has held a public hearing, after due notice on the proposal to contract for ambulance service, and following said public hearing, adopted a resolution authorizing this contract.

NOW, THEREFORE, it is agreed between the parties as follows:

1. The party of the second part agrees, during the period from the date of this contract until December 31, 2018, to provide a motor ambulance with stretcher, oxygen and first aid equipment and with sufficiently trained personnel from its rescue squad and to provide general ambulance service in the Town of Schroon on call, including, but not limited to the following:
 - A. Transporting any sick, injured or disabled resident in the Town of Schroon to the Glens Falls Hospital, Albany Medical Center, Plattsburgh Hospital and Burlington Medical Center as deemed appropriate by medical personnel.
 - B. Transporting any sick, injured or disabled person from Glens Falls Hospital, Albany Medical Center, Plattsburgh Hospital and Burlington Medical Center to a residence in the Town of Schroon, provided there is appropriate emergency coverage .
 - C. To respond on call from a police officer to the scene of an accident within the Town of Schroon.
 - D. To respond on call from the County Fire Coordinator or the Chief of any volunteer Fire Company to the scene of a fire in the Town of Schroon.
2. The party of the second part shall make no charge to any resident transported under the terms of this contract, but it may make a charge for transportation of residents from the Town of Schroon to points or places outside the area defined in Section 1. This contract shall not be deemed exclusive and the party of the second part may use its ambulance, covered by this contract and also for taking part in conventions, parades, meetings and schools of instruction within and without the Town of Schroon.
3. The party of the second part shall provide all insurance coverage required in the performance of this contract and the party of the first part shall be in no way liable for any acts or omissions of the party of the second part, its members or employees.
4. It is understood and agreed that the party of the second part shall submit to the party of the first part, in December of each year, a complete financial report of all revenues and expenditures of the current year.
5. The party of the first part agrees to pay to the party of the second part the sum of \$292,175.00 for ambulance service during 2018 as follows: The sum of \$292,175.00 shall be paid in quarterly payments of \$73,043.75 in January, April, July and October after the execution of this agreement, providing that all required reports have been made to the party of the first part for 2017.
6. The Schroon Lake Emergency Squad Inc. shall be allowed to continue all fund raising activities as they shall be determined by the organization.

IN WITNESS WHEREOF, the parties have caused this agreement to be executed by

their respective duly authorized officers as of the day and year first written above

Resolution #68 Accept 2017 Historian Annual Report

Councilwoman Phibbs moved a resolution to accept the Town Historian Annual Report for 2017, seconded by Councilman Sage; carried

Resolution #69 Accept 2017 Town Clerk Annual Report

Councilwoman Wood moved a resolution to accept the Town Clerks Annual Report for 2017, seconded unanimously ; carried

Resolution # 70 Decrease Water and Sewer Unit to Property 6 Leland Avenue

Councilman Sage moved a resolution to reduce a Water and Sewer unit by one unit located at 6 Leland Avenue tax map # 147.54-2-37.100, seconded by Councilwoman Wood; carried.

Resolution #71 Purchase 12 Flag Poles to be installed in Sidewalks

Councilwoman Phibbs moved a resolution to purchase twelve flagpoles at the cost of \$190.00 each to be put in the sidewalks, seconded by Councilman Sage; carried (Councilwoman Wood – opposed)

Letter from School Requesting Speed Radar Signs

Supervisor Marnell stated he was pleased to announce that the Schroon Lake Central School had received a grant from Betty Little's office for a speed radar sign in the amount of \$5000.00.

Letter from Pine Cone Mercantile & North Woods Bread Co.

Supervisor Marnell stated that Pine Cone Mercantile & North Woods Bread Co. had written the Board and the Highway Superintendent a letter addressing the sidewalks in Town and the driveway going down between the Chamber and the Red Horse Antique Shop. Supervisor Marnell stated that he would make sure the sidewalks are fixed by Memorial Day Week-end.

Resolution #72 Set Public Hearing for Cold War Exemption

Councilwoman Phibbs moved a resolution to set a Public Hearing for the Cold War Exemption on March 12, 2018 at 5:45 PM, seconded by Councilman Sage; carried.

NOTICE OF PUBLIC HEARING

TOWN OF SCHROON

NOTICE IS HEREBY GIVEN that there has been presented to the Town Board of the Town of Schroon, New York, on February 12, 2018, proposed Local Law No. 1-2018, titled, a “LOCAL LAW TO PROVIDE FOR AN EXEMPTION FROM REAL PROPERTY TAXES FOR REAL PROPERTY OWNED BY VETERANS WHO RENDERED MILITARY SERVICE TO THE UNITED STATES DURING THE “COLD WAR” in Accordance with New York State Real Property Tax Law § 458-b.” Said Local Law, if enacted, will extend the initial ten (10) year period of Resolution #78 of February 23, 2009 for an indefinite period of time and will provide veterans of the Cold War with a real property

tax exemption within the Town of Schroon. The full text of said Local Law is on file at the Town Clerk's Office at the Town Hall located at 15 Leland Avenue in the Town of Schroon for inspection by all interested persons.

NOTICE IS FURTHER GIVEN that the Town Board will hold a public hearing on the proposed Local Law at the said Town Offices on March 12, 2018, at 5:45 p.m., or as soon thereafter as the matter can be heard, at which time all persons interested will be heard.

Resolution #73 To Support PBA to Increase NYS Forest Rangers

Resolution supporting Police Benevolent Association of New York State, Inc. (PBA of NYS) proposal to increase Department of Environmental Conservation Forest Ranger staffing to a statewide total of 175

The following resolution was offered by Councilwoman Phibbs , who moved its adoption.

WHEREAS, NYS forest rangers have provided care, custody and control of the Forest Preserve and all DEC managed lands throughout the state since 1885, protecting the valuable natural resources and the people who recreate there; and

WHEREAS, forest rangers are unequalled stewards of the land who are police officers, wildland firefighters and wilderness first responders that patrol these lands year round; and

WHEREAS, the addition of over 1 million acres of DEC managed lands the last several decades without staffing increases has caused the ratio of DEC managed lands per ranger to grow from 1 ranger per 28,516 acres in 1970 to 1 ranger per 53,752 acres today; and

WHEREAS, the dramatic increase in recreational use on state lands has led to a corresponding increase in the number of search and rescue operations. In both 2015 and 2016 forest rangers participated in over 300 incidents annually. Those numbers had not been surpassed in the rangers' previous 130 years of existence; and

WHEREAS, Adirondack communities rely heavily on tourism associated with state land recreation which, gratefully, has been well-promoted by this administration; and

WHEREAS, forest rangers are essential to providing a safe and positive recreational experience for tourists utilizing state land; and

WHEREAS, the current level of forest ranger staffing, 135 statewide including supervisors, is not adequate to fulfill their unique mission given the amount of land they patrol and the number of incidents they respond to; and

WHEREAS, the proposal by the PBA of NYS to increase forest ranger staffing has wide public and bi-partisan support from local governments, business groups, environmental groups and outdoor recreation clubs for a simple reason: It protects the people from the land and the land from the people; and

WHEREAS, this proposal represents the best solution to address the increase in public lands and those utilizing it.

NOW, THEREFORE, BE IT RESOLVED, that the Town Board of the Town of Schroon does hereby support the PBA of NYS proposal to increase forest ranger staffing to 175 rangers statewide, which is deemed critically important to our community, state land, the environment and the People of the State of New York; and

BE IT FURTHER RESOLVED that a certified copy of this Resolution shall be forwarded to the PBA of NYS, 11 North Pearl Street, Suite 1200 Albany NY 12207.

This resolution was seconded Unanimously ; carried.

Roll Call Vote:

Supervisor Marnell	Aye
Councilman Sage	Aye
Councilwoman Phibbs	Aye
Councilman Friedman	Aye
Councilwoman Wood	Aye

Resolution #74 Approve Employee Portion of Health Insurance from 10% to 13%

Councilman Friedman moved a resolution to increase the employees portion of Health Insurance from 10% to 13% effective January 1, 2018 per budget workshop on September 28, 2017, seconded by Councilwoman Wood; carried.

Resolution #75 Approve Budget Transfers

Councilwoman Phibbs moved a resolution for approval to transfer money from RLF Fund to the Sewer Department to cover expenses for the emergency bridge project. Disbursements 2/12/2018 in the amount of \$172,918.00. Money to be repaid starting in 2019 per board decision, seconded by Councilman Sage; carried

Budget transfer for year end 2017

TO		FROM		AMOUNT
A00-07-8160-100	Personnel Landfill	A00-07-8160-400	Contractual	\$2,233.69
A00-06-7110-100	Personnel Parks	A00-06-7110-400	Contractual	\$1,606.85
A00-06-7110-200	Equipment Parks	A00-06-7110.400	Contractual	\$2,426.16
A00-01-1620-400	Contractual Buildings	A00-01-1620-100	Personnel Buildings	\$3,302.71
		A00-01-1620-101	Personnel Buildings	\$3,440.00
		A00-04-5410-400	Sidewalks	\$10,000.00
A00-02-3620-400	Contractual Codes	A00-02-3620-200	Equipment Codes	\$5,000.00
A00-06-7180-400	Contractual Golf	A00-06-7140-400	Contractual Ski	\$3,000.00
A00-01-1110-400	Contractual Judge	A00-01-1110-100	Personnel Judge	\$744.60
A00-01-1355-400	Assessors	A00-01-1410-100	Personnel Clerk	\$645.69
A00-01-1680-400	Contractual Supplies	A00-01-1680-200	Equipment Supplies	\$1,750.00
A00-06-7410-100	Personnel Library	A00-06-7140-100	Personnel Ski	\$736.11
A00-06-7410-400	Contractual Library	A00-06-7140-100	Personnel Ski	\$203.80
 HIGHWAY				
DA0-04-5110-400	Contractual Highway	DA0-08-9060-800	Health ins	\$5,736.80
		DA0-08-9030-800	Soc Sec	\$2,000.00
		DA0-04-5110-100	Personnel Buildings	\$1,392.53
DA0-04-5142-400	Contractual Snow	DA0-04-5142-100	Personnel Snow	\$12,028.27
 SEWER				
SS0-07-8110-100	Personnel Sewer	SS0-07-8130-400	Contractual Sewer	\$361.34
SS0-08-9060-800	Health Ins	SS0-07-9030.800	Soc Sec	\$589.33
 WATER				
SW0-07-8310-400	Contractual Water	SW0-07-8310-100	Personnel Personnel	\$1,078.95
		SW0-07-8320-400	Contractual power	\$1,800.00
SW0-07-8330-400	Contractual Purification	SW0-07-8320-400	Contractual power	\$1,700.00
SW0-07-8340-400	Contractual Distribution	SW0-07-8320-400	Contractual power	\$2,000.00
SW0-08-9060-800	Contractual Health Ins	SW0-08-9030-800	Soc Sec	\$506.25
				\$64,283.08

Resolution #76 Approve Budget Amendments

Councilwoman Phibbs moved a resolution for a budget amendment to increase appropriations SS0-960 from appropriated fund balance SS0-599 to account for expenses for the bridge project, seconded by Councilman Sage; carried.

Appropriated Fund Balance	SS0-599	\$19804.31
Appropriations	SS0-960	\$19804.31

To amend budget per board approval to cover expenses for bridge project

A BUDGET AMENDMENT IS NEEDED TO INCREASE APPROPRIATIONS A00-960 FROM APPROPRIATED FUND BALANCE A00-599 TO ACCOUNT FOR EXPENSES FOR THE LA GROUP

Appropriated Fund Balance	A00-599	\$38,067.62
Appropriations	A00-960	\$38,067.62

To amend budget per board approval to cover expenses LA Group.

BOARD APPROVAL TO TRANSFER MONEY TO THE TOWN HALL PROJECT TO COVER EXPENSES THAT WILL BE FUNDED WITH GRANT MONEY NOT YET RECEIVED IN THE AMOUNT OF \$38,000.00. LIBRARY FURNITURE AND INSTALLATION.

A BUDGET AMENDMENT IS NEEDED TO INCREASE APPROPRIATIONS DA0-960 FROM APPROPRIATED FUND BALANCE DA0-599 TO ACCOUNT FOR ADDITIONAL EXPENSES

Appropriated Fund Balance	DA0-599	\$25000.00
Appropriations	DA0-960	\$25000.00

To amend budget per board approval to cover ADDITIONAL EXPENSES IN 2017.

DA0-04-5110-400

Resolution #77 Advertise for Schroon Lake Golf Course Club House Manager

Councilwoman Wood moved a resolution to advertise for the position of Club House Manager at the Golf Course, seconded by Councilman Friedman; carried.

**Town of Schroon
Help Wanted**

The Town of Schroon is seeking persons interested in the seasonal position for **Golf Course Club House Manager** for the 2018 season. Applications are available at the Town of Schroon , 15 Leland Ave., Schroon Lake, N.Y., 12870 (518) 532-7737, and must be filed on or before March 29, 2018.

Town of Schroon Town-wide Revitalization Strategy

Tracey Clothier from the LA Group spoke to the Board about the Strategies for the revitalization for the Town of Schroon. The Town of Schroon was awarded a grant from the Department of State for Local Waterfront Revitalization Strategy in December 2015. The project was initiated in March 2017 and a local committee of volunteers was formed to guide the planning process. The Advisory Committee represents a cross-section of Schroon Lakes’ year-round and second home residents, business owners, and retirees. Three NYS DEC personnel with expertise in Schroon Lake’s Forest Preserve area, and Dan Kelleher from Economic Affairs at the Adirondack Park Agency, were recruited to round out the group. Consultants from the LA Group and Trampoline Advertising & Design guided the Project Advisory Committee in the development of the Revitalization Strategy.

The mission statement for the project was - “to develop a plan using Schroon Lake’s natural resources and assets to create an economic development strategy with actionable recommendations reflects this unfettered scope.” The scope of the project was broadened to a townwide project called the *Schroon Townwide Revitalization Strategy*. The project relied considerably on prior planning efforts and several recent studies of recreation and tourism trends in the Adirondacks including: 1977 Schroon Lake Comprehensive Plan; Schroon Lake Tourism Destination Master Plan; Town of Schroon Smart Growth – Hamlet Expansion & Affordable Housing Plan; Schroon Lake Watershed Master Plan; and the Unit Management Plans for the forest preserve areas (see a full list of resources in the Appendix).

The Town hosted a public meeting on August 31, 2017 to present the primary ideas that emerged from the work of the Project Advisory Committee for the development of a Townwide Revitalization Strategy. Approximately 125 residents and visitors attended the event held at the historic Boathouse Theater in Schroon Lake Town Park. The purpose of the meeting was for consultants to present the existing conditions in the community and the findings of the Project Advisory Committee, and request feedback from those attending the meeting on the draft recommendations.

The comments received from the Project Advisory Committee and at the public meeting were thoughtful and inciteful and ultimately shaped the outcome of the plan. A summary of these comments provides an overview of the assets of this special community:

- World renowned Seagle Colony that is expanding its season from May to December.
- One of the largest beautiful and best maintained waterfront park in the Adirondacks.
- Exceptional safe, friendly small-town culture with a high quality of life that.
- Walkable two block commercial district with easy access and parking.
- Active, well-organized community organizations that provide high-quality educational, entertainment, and performing arts events.
- A town government that has an exceptional record of maintaining their public spaces.
- A well-funded school that is transforming the school into a 21st century academic leader in the region
- An arts organization with long histories that provide nationally-recognized education and entertainment.
- The best year-round easy access of any community off I-87.
- Proximity to the two major traffic generators in the Adirondacks (Lake George and Lake Placid).
- A 9-mile pristine lake with excellent docking, boat access and year-round fishing.
- The essential tax base to continue providing high-quality services.

Schroon has a vibrant and engaged retirement community, an indication of the high quality of life they

enjoy in part due to the Town's unique and varied infrastructure as well as cultural, recreational and social offerings which offer an opportunity for job growth.

One of the concerns is that there is a shrinking visitor base. On most days, the total number of visitors to the public beach is about 50 percent of what it was in the 1950's and 1960's. Since the early 1970's, sewer capacity at the municipal sewer plant has remained steady and inflow has dipped slightly.

However, over the past 20 years, approximately 150 tourist rooms have disappeared. Some have been replaced with bed and breakfast facilities and others diverted to other through forms of overnight accommodations like Airbnb's.

The Town needs a fresh approach for branding, marketing and promotion that has the potential to appeal to a new generation of visitors. The approach would provide a framework for the Schroon Lake Area Chamber of Commerce to begin addressing the changing destination marketplace with partner Regional Office of Sustainable Tourism (ROOST), the accredited Destination Marketing Organization (DMO) for Lake Placid and Essex County, Franklin County, and Hamilton County.

Recommendations for revitalization center on improving the curb appeal of the downtown and accessibility to the waterfront. The Plan also suggests organizing the trail systems and waterways in the town into a cohesive recreation plan that is complimentary with regional recreational planning initiatives. Recreation planning includes how the town can leverage the redevelopment of Frontier Town and the North Country National Scenic Trail which will pass through Schroon Lake to its eastern terminus at Crown Point.

Analysis of Existing Conditions

The Schroon Lake Chamber of Commerce and the Regional Office of Sustainable Tourism work together to bring visitors to the region. There are programs underway to market to potential visitors and extend the seasons, but there is an inherent seasonality to tourism in the region.

Since the latter 1800's tourism has been the life blood of the Schroon Lake area.

Schroon Lake is the quintessential small town in an iconic Adirondack setting that offers a multitude of outstanding events and activities that illustrate that special environment. The Main Street borders beautiful Schroon Lake with a picture-perfect beach and waterfront park. Schroon is surrounded by wilderness, has many accessible ponds and lakes, and is adjacent to Schroon River. The Schroon Lake area is home to many events and activities on a year-round basis. With the Seagle Colony, the country's oldest summer voice program, a very active Arts Council, the Strand Theater and others, the Schroon Lake area has much to offer culturally. Not only is Schroon Lake a premier destination, the Town's proximity to Lake Placid and Lake George allows it to pull visitors from both regions.

Despite the many quality activities and amenities available, there are still several challenges.

A well-designed and comprehensive tourism and marketing plan will increase jobs and business opportunities, generate year-round revenue, and increase the quality of life in Schroon Lake by recapturing its status as an Adirondack Lakeside Destination, becoming a Base Camp for Adirondack adventures, and expanding its set of visitor products and experiences.

For the Town of Schroon to have the capacity and leverage to succeed as a true Tourism Destination Area, it will need partnerships with neighboring communities. Developing these partnerships and the appropriate connections between the region's assets will transform this region into a powerhouse tourism market based on rural small towns, lakes, mountains and many recreational and cultural activities.

Vision and Future Goals: Build an economic development model that strives to reach new visitors through a strong and distinctive branding message that evokes a unique experience and results in a growing economy and population.

- Market the Town's high quality of life and small-town character.
- Identify infrastructure and business recruitment needs.
- Expand recreational, environmental and heritage tourism opportunities.
- Improve tourism infrastructure, visitor support services, and tourism promotion.
- Promote the fine art and performing arts venues.
- Market Schroon Lake as a regional visitor "Base Camp".
- Leverage regional initiatives for economic development:

Frontier Town "Upper Hudson Recreation Hub" initiative

North Country National Scenic Trail

Adirondack Community-based Trails and Lodging System (Hamlets to Hut)

Actions Needed:

1.a. Create a brand identity: Develop a strong and unique brand that recognizes the quality of life, strong sense of community, beauty, and exceptional outdoor activities. Highlight Schroon Lake as the place for the "Ultimate American Adirondack Experience" with the unique "small town" qualities; an undiscovered gem. Develop a cohesive branding effort, with a parent brand and sub-brands, to create the opportunity for the Town of Schroon to become part of a wider itinerary and take advantage of the Frontier Town Base Camp redevelopment initiative. Create a town mark and tagline, and campaign elements to promote the area 365 days a year for its arts, recreation, and exceptional beauty. A marketing initiative that shares the assets with business owners will strengthen every advertising dollar

spent by reinforcing a consistent message and result in expanding the visitor base. See the custom images developed by Trampoline Advertising and Design on page 19.

1.b. Develop a Marketing Plan:

Lobby to get Schroon Lake included in the I Love NY itinerary package geared toward international travelers. The itinerary covers Saratoga, Lake George, Lake Placid, and Tupper Lake.

<https://www.iloveny.com/blog/category/adirondacks/58bf246559eda93136ec4c96/>

1.c. Expand the mission of the Chamber of Commerce model to be regionally-inspired and locally-driven. Adopt the following strategies:

- Resolve website issues between ROOST and Adirondack Regional Tourism Council. Work with ROOST to develop a website that is all-inclusive or has links to recreation and culture sites. Develop a consistent year-round social media presence.
- Increase the budget of the Chamber to consistently promote the region on a sustainable basis. Work with ROOST to develop a shared position as a Destination Area Marketer who works to implement regional tourism strategies with the Schroon Lake Area Chamber of Commerce.
- Actively become part of the “regional economic development experience” that takes advantage of coordinated events in multiple communities throughout the year. Create and participate in a sub-group of chambers that will work on regionally-cooperative tourism initiatives and events that recognize their unique resources and create synergy between communities.
- Work with Tri-Lakes Business Alliance, North Warren Chamber and Ticonderoga Area Chamber to coordinate a common set of related events that would drive visitors to multiple locations for longer periods of time over the course of all the seasons. Strive to develop events that have the capacity to hold the visitor over a minimum of two days and one overnight.
- Expand the set of unique events such as the Hobie Cat Sailing Regatta by holding a festival during that time or sponsoring a Schroon Lake-branded boat. Work to establish the town as a sailing hotspot. Coordinate events with other regional sailing events in Hague. Expand on this concept by putting a greater focus on water sports events including kayak, SUP and canoe races.
- Expand the Adirondack Marathon and Distance Festival as a signature event with spinoff events throughout the year.
- Explore more regional cycling events such as Cycle Adirondacks.
- Embrace the idea of being a “base camp” in the Adirondack Park conveys the idea of adventure tourists, backcountry skiers, and mountain bikers. Build an identity that draws visitors from the Frontier Town site to Schroon Lake for a village like experience that meets their needs for goods and

services.

- Leverage Schroon Lake's Base Camp image and its geographic presence between two scenic byway themes: First Wilderness Heritage Corridor and Lakes to Locks Passage.
- Identify how the Town can effectively participate in the "Hamlet to Hut Destination-Based Trail System" <http://www.dec.ny.gov/lands/106101.html>. See Appendix H for the three trail segments recommended for the Schroon Lake area.
- Promote high-quality town assets including the new tennis courts, golf course, ski area, public docks and beach.

Schroon Lake Park District

Tom Luciano, a Commissioner from the Schroon Lake Park District spoke to the Board about the concerns with the Watering Tub in Horicon, which belongs to the three towns. Tom stated the Town of Horicon is continuing to post a "Notice of Non-Potability" on the town's website, warning residents and visitors the state Department of Health is strongly recommending people not drink water from the "Watering Tub."the Watering Tub, a spring-fed water source in Brant Lake, has failed tests for coliform four times in five months. The state's recommendation is a disappointment to thousands of people who come to the spring. Scott Campbell is fighting the Town and is consistently calling the Commissioners on the Schroon Lake Park District. Tom stated the Commissioners will not be responsible for someone getting sick, this is the decision of the three Towns, Schroon, Horicon and Chester. Scott Campbell will be contacting all the Towns and is prepared to fight this issue.

Councilman Sage moved to adjourn at 8:05 P.M., seconded by Councilwoman Phibbs; 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: Feb. 20, 2018_____Town Clerk