

Regular meeting of the Board of Trustees of the Village of Brockport was held in the Village Hall Conference Room 49 State Street Brockport, New York, October 3, 2016 at 7:00pm.

PRESENT: Mayor Margaret B. Blackman, Trustee/Deputy Mayor William G. Andrews, Trustee Annette M. Crane, Trustee Katherine J. Kristansen, Trustee John D. LaPierre, Clerk Leslie Ann Morelli

ALSO PRESENT: Parks Committee Chair Hanny Heyen, Joan Hamlin, Fred Webster, Susan Smith

CALL TO ORDER / PLEDGE: Mayor Blackman called the meeting to order and led the Pledge of Allegiance.

MOMENT OF SILENCE: to honor those who serve our Country, enforce our laws, & respond to emergencies

MISSION STATEMENT: "To provide a high quality of life for all residents, exercising fiscal responsibility and preserving Brockport's unique heritage and historic character."

BROCKPORT HISTORICAL MOMENT: Trustee/Deputy Mayor Andrews shared the following:

The process by which the Village got modern streets was long and involved. This evening I will look at the first step, securing the legal authority to do so. When Hiel Brockway and James Seymour laid out the village in 1822, they included streets from Clinton Street to Adams Street. However, the streets were very primitive. The surface was dirt, muddy when it rained, dusty when it didn't. They had no paving, no sidewalks, no lighting, no storm sewers, no street signs or house numbers.

When the Village was incorporated in 1829, among the powers conferred on the Village Board by its Charter were "the building and maintaining of streets, sidewalks....the providing of street lighting." In 1838, charter amendments were enacted, including a 700-word chapter on the highway department that authorized the Trustees to appoint "one or more street commissioners" and regulated the system for Brockporters to pay or work off their road taxes. The Charter was amended again in 1864. The Village Clerk drafted a set of proposed amendments that was referred to a public meeting in April 1864 that was open to all qualified voters and chaired by a private citizen. It referred the proposals to a committee that it elected composed of the Village President, a Trustee, and three "prominent citizens".

That committee reported back to another public meeting a week later that was attended by "About eighty persons". One of its proposed amendments authorized the Trustees to "cause any street or highway...or any which may hereafter be laid out, or opened and used...to be graded, leveled, paved, macadamized, or graveled....upon application in writing of two-thirds of the property owners on said street or highway...and the cost and improvements made under this section shall be assessed upon the real estate in said village, benefited by the improvements, in proportion to the benefits resulting therefrom." The amendment did not mention cobblestones explicitly, but "paved" may have referred to them.

That provision carried by 34 to 32, but, then, the meeting ended this way:

Expressions were made doubting the correctness of the count.

A motion was made to adjourn. Lost by the usual vote.

The Chairman announced that the people could remain as long as they pleased. All left notwithstanding the emphatic vote against an adjournment.

So, what seemed like an eminently democratic proceeding, giving the Trustees authority to improve the Village streets, ended with the will of the people seemingly thwarted by an arbitrary ruling of the chair. In any case, on May 4, 1864, the state legislature enacted most of the amendments proposed by the public meeting, including the disputed provision, and the Trustees now had the authority to improve the streets—though at the expense of the property owners benefiting therefrom.

OATH OF OFFICE (ceremonial): none

CERTIFICATES & PROCLAMATIONS: none

GUESTS: none

PUBLIC HEARINGS: none

PUBLIC COMMENT:

- Hanny Heyen of Frazier Street – Parks Committee Chair – read the following statement:

My remarks will be brief, but the preparation and installation of the new playground in the South Avenue Park, one of our Village's nine parks, was anything but brief. There are reasons for things in life being successful and the traits needed were on full display last Saturday, October 1, 2016 and before.

On behalf of the Parks Committee, I want to thank the Village Board for being supportive of the new playground—the only one in the southeast section of the Village, and Harry Donahue for fitting in the project with the many other tasks right now being performed by the DPW.

Why was Saturday's community project so successful? Because of:

- Harry Donahue, who oversaw the all-day installation; workers Jerry, Dan and Joe
- Wegmans, who supplied breakfast, lunch and an early dinner for all (coordinated by Trustee John LaPierre), who also connected with Nikole Van Wie, Interim Director of the Department of Community Development (DCD) to facilitate getting:
- 30 College at Brockport sorority and fraternity volunteers; Nikole Van Wie, worked along-side the students all day
- Ben Frasier, WNY Representative, Parkitects, a playground design company, who supervised the installation
- Village Board and Parks Committee members
- Families, and
- The Bobcat bulldozer, as well as 100 cubic feet of sanitized chips!

We needed all of the above to make it a success!
Many, many thanks!

CONSENSUS ITEMS:

• **APPROVAL OF MINUTES:**

→ Trustee Andrews moved, Trustee LaPierre seconded, Trustee Kristansen abstained due to absence, carried 4/0/1 that the minutes of the 9/19/16 meeting be approved as written.

→ Trustee Andrews moved, Trustee LaPierre seconded, Trustee Kristansen abstained due to absence, carried 4/0/1 that the minutes of the 9/26/16 meeting be approved as written.

• **APPROVAL OF BILLS TO BE PAID:** none

CLERK REPORT: Clerk – Leslie Ann Morelli

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• **PERSONNEL ITEMS:**

- o Appoint to fill some remaining Board/Committee vacancies –

→ Mayor Blackman moved, Trustee Crane seconded, carried 5/0 to appoint Christina Daniels to the Ethics Board to complete a term to 6/30/20.

• **OLD or NEW BUSINESS:**

o Approve recommended deaccession list per 9/28 E.L.K. Museum Board meeting –
Trustee Andrews referred to the deaccession list included in the packet that was approved at the 9/28 Museum Board meeting.

→ Trustee Andrews moved, Trustee Kristansen seconded, carried 5/0 to approve the recommended deaccession list.

- o Authorize application for Erie Canalway Grant for Brockport Symphony Orchestra –

→ Trustee Andrews moved, Trustee Kristansen seconded, carried 5/0 to adopt the following resolution:

RESOLVED, to authorize the Village's grantwriters, J. O'Connell & Associates, to prepare an application for an Erie Canalway Grant for the Brockport Symphony Orchestra for \$4,700 to cover the transportation, artist fees for two Erie Canal Bicentennial performances in Albany and Geneva and the rental cost of the Smith Opera House. The one to one match will be covered by Brockport Symphony Orchestra. There is no cost to the Village. Application deadline is 10/21/16.

(The Village would receive the funds on BSO's behalf. BSO will provide requisition requests and final invoices to the Village.)

Note for the record:

J. O'Connell & Associates contact is Sean Kirby

Village Board contact is Trustee/Deputy Mayor Andrews

Village Office contact is Deputy Clerk-Treasurer Erica Linden

Brockport Symphony Orchestra contact is Jonathan Allentoff

o Adopt Village of Brockport Social Media Policy & Facebook Standard – Village Board and Village Clerk discussed the current drafts included in the packet. They were modified with permission from the City of Seattle. A few minor tweaks were recommended including a reference to Village instead of City, the spelling of Mayor instead of Major in one spot, and not naming the I.T. vendor as that could change at any time. The current Deputy Clerk-Treasurer, Erica Linden, is best suited to handle the Village's Facebook account, but not all in that title would be right for it. The current BI/CE/PB/ZBA Clerk, Katie Brown, when back from leave, is Erica's backup on the Village website and would make the most sense as the backup on the Village Facebook account.

Trustee Andrews said he spoke with Erica about messages gathering over a 24-hour period. Clerk Morelli reminded the Board that employees are not 24/7 and there may be delays over weekends, holidays or vacations.

Mayor Blackman referred to Susan Smith in the audience who administers websites and Facebook pages. Susan Smith said you can have settings so that comments have to be approved.

→ Mayor Blackman moved, Trustee Crane seconded, carried 5/0 to adopt the following policies:

**Village of Brockport
Social Media Policy**
Adopted by Village Board 10/03/16

Purpose

To address the fast-changing landscape of the Internet and the way residents communicate and obtain information online, Village of Brockport departments may consider using social media tools to reach a broader audience. The Village encourages the use of social media to further the goals of the Village and the missions of its departments, where appropriate.

The Village of Brockport has an overriding interest and expectation in deciding what is "spoken" on behalf of the Village on social media sites. This policy establishes guidelines for the use of social media.

General

1. All Village of Brockport social media sites posted by executive departments will be subject to approval by the Mayor.
2. The Village of Brockport websites (www.brockportny.org, www.brockportpolice.org) will remain the Village's primary and predominant internet presence.
 1. The best, most appropriate Village of Brockport uses of social media tools fall generally into two categories:
 1. As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
 2. As marketing/promotional channels which increase the Village's ability to broadcast its messages to the widest possible audience.
 2. Wherever possible, content posted to Village of Brockport social media sites will also be available on the Village's main websites.
 3. Wherever possible, content posted to Village of Brockport social media sites should contain links directing users back to the Village's official websites for in-depth information, forms, documents or online services necessary to conduct business with the Village of Brockport.
3. As is the case for Village of Brockport's primary website, www.brockportny.org, the Deputy Clerk or designated alternate shall be responsible for the content and upkeep of any social media sites on behalf of the Village government.
4. Wherever possible, all Village of Brockport social media sites shall comply with all appropriate Village of Brockport policies and standards.
5. Any exceptions will be approved by the Village Clerk and subject to review by the Village Mayor and the appropriate department liaison.
6. Village of Brockport social media sites shall comply with Brockport Code of Ethics and administrative polices and New York State Election law.
7. The Village of Brockport will follow all records management requirements laid out in the New York State MU-1 schedule as they pertain to the content, related to Village business, maintained in a social media format.

8. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between Village government and members of the public. Village of Brockport social media site articles and comments containing any of the following forms of content shall not be allowed:
1. Comments not topically related to the particular social medium article being commented upon;
 2. Comments in support of or opposition to political campaigns or ballot measures;
 3. Profane language or content;
 4. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
 5. Sexual content or links to sexual content;
 6. Solicitations of commerce;
 7. Conduct or encouragement of illegal activity;
 8. Confidential or Village personnel matters;
 9. Information that may tend to compromise the safety or security of the public or public systems; or
 10. Content that violates a legal ownership interest of any other party.

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available.

9. The Village reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
10. The Village will approach the use of social media tools as consistently as possible, enterprise wide.
11. All new social media tools proposed for Village use will be approved by the Village's information technology vendor and the Village Board.
12. Administration of Village of Brockport social media sites.
 1. The Deputy Clerk will maintain a list of social media tools which are approved for use by the Village.
 2. The Village Clerk will maintain a list of all Village of Brockport social media sites, including login and password information. Departmental representatives will inform the Deputy Clerk of any administrative changes needed to the sites and will provide relevant content for posting.
 3. The Village must be able to immediately edit or remove content from social media sites.
13. For each social media tool approved for use by the Village the following documentation will be developed and adopted:
 1. Operational and use guidelines
 2. Standards and processes for managing accounts on social media sites
 3. Village and departmental branding standards
 4. Standards for the administration of social media sites

**Village of Brockport
Facebook Standard**
Adopted by Village Board 10/03/16

Purpose

Facebook is a social networking site. Businesses and governments have joined individuals in using Facebook to promote activities, programs, projects and events. This standard is designed to assist the Village government in driving traffic to its website, www.brockportny.org, and to inform more people

about Village activities. These standards should be used in conjunction with the Village of Brockport Social Media Policy. As Facebook changes these standards may be updated as needed.

Content

1. Type of 'pages'

1. The Village will create 'pages' in Facebook not 'groups.' Facebook 'pages' offer distinct advantages including greater visibility, customization and measurability. Related community pages are unofficial representations of village business created by Facebook. Community pages will currently be accepted as is unless there is a copyright/trademark issue.
2. For 'type' description, choose 'government.'

2. Boilerplate

1. The Facebook page's cover and profile images will be standardized where possible with the website images and the village logo will be added to the cover photo.
2. Complete the Page Info section as fully as possible.
3. If comments are turned on, the Facebook page should include a tab/link to a Comment Policy tab with the following disclaimer:

Comments posted to this page will be monitored. Under the Village of Brockport Social Media Policy, the Village reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates or ballot propositions, promote illegal activity, promote commercial services or products or are not topically related to the particular posting.

3. Link to the Village

1. A link to www.brockportny.org will be included on the Page Info page.

4. Page administrators

1. A successful page requires "babysitting." The Deputy Clerk is responsible for monitoring the Facebook page. Posts should be approved by the Mayor or a designated alternate.
2. The Deputy Clerk or designated alternate is responsible for making sure content is not stale. The Mayor will designate a back-up administrator in the Deputy Clerk's absence.

5. Comments and Discussion Boards

1. Comments will be allowed on the timeline and must adhere to the Comment policy. Discussion Boards/apps should be turned off.

6. Style

1. The Village Facebook page will be consistent with Village branding.
2. Administrators will use proper grammar and standard AP style, avoiding jargon and abbreviations. Facebook is more casual than most other communication tools but still represents the Village at all times.

7. Applications

1. There are thousands of Facebook applications. Common applications can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks.
2. An application should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is **approved** by the Village's information technology vendor and the Mayor.
3. An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

Archive

1. The Facebook page will be set up in conjunction with a designated Village e-mail account.
2. Content on the Facebook page will not constitute items of official record. All communication will represent or reiterate existing items of record. This disclaimer will be presented on the Facebook page as well as the Village of Brockport Social Media Policy available at www.brockportny.org.

VILLAGE BOARD REPORTS:

- o Mayor Margaret B. Blackman
 - Mayor Blackman provided the following report:
 - 9/20 – attended the Emeriti luncheon at the college.
 - 9/21 - meeting with National Grid tree contractors, DPW Spt. Donahue and NYS Canal Corp personnel. Had met with them before regarding tree trimming in the same area (under utility lines on the south side of canal on college property, north side from Main Street bridge to where the lines cross to Barry Street). This cutting will be mostly understory / undergrowth work. It's a positive sign that they are now scheduling meetings with us prior to work.
 - 9/29 – first Town/Gown meeting of the year – 32 members; there will be 4 meetings per year which will rotate between the college and the larger community. Walk!Bike!Brockport! was adopted as a subcommittee.
 - 10/1 – South Avenue Park – playground equipment installation. DPW who had prepared the site for the equipment was present along with college student volunteers, Parks Committee members and Village Board liaisons to Parks. Wegmans provided food. Stopped by long enough to talk to everyone there and have my photo taken with a shovel.
 - The Village received a CDBG grant from Monroe County in the amount of \$80,894 for the Monroe Avenue Sanitary sewer project.
 - Appointed a committee to draft a policy for Village Board consideration on memorials in the Village: Trustee LaPierre, Chief Varrenti, Parks Committee Chair Heyen.
 - Tammy Baker, Assessor for the Towns of Geneseo and Groveland, who the search committee recommended for hire, has been appointed Assessor for the Town of Sweden. She begins on 10/17 and we will invite here to a Village Board work session after she settles in.

Additionally, Mayor Blackman reminded the Board that they are personally sponsoring a \$250 food or wine station (no basket this time) for the Seymour Library After Hours event. Each of the five Village Board members will personally contribute \$50 and can leave it with her or Clerk Morelli.

Mayor Blackman reminded the Board that Assemblyman Steve Hawley will be at the 10/24/16 work session regarding the SUNY Impact Aid Bill.

Trustee LaPierre suggested inviting the Larsen Engineers representatives to that work session to provide an update on the solar project. Mayor Blackman said she would reach out to them.

- o Trustee/Deputy Mayor William G. Andrews
 - Trustee Andrews provided the following report:

On September 23, Jacquie Davis and I met with College President Macpherson and Provost Haynes to explore the possibility of having the Albany Symphony Orchestra perform on campus during its visit here in early July 2017 as part of our celebration of the bicentennial of the beginning of construction of the Erie Canal. On September 24, I attended the dedication of the Little Library at the Brockport United Methodist Church. On September 27, I attended the meetings of the Clarkson and Sweden Town Boards. The main item of business in Clarkson was the approval of minor changes in its employee handbook adding domestic partners to the list of close family members to its nepotism policy and clarifying an ambiguous provision in its vacation policy. The main item of business before the Sweden Board was the appointment of Tammy J. Baker as the new Assessor by unanimous vote. On September 28, I attended a meeting of the Emily L. Knapp Museum Board at which a list of items to be deaccessioned was submitted and approved. Also, the Board asked me to query this Board on whether a permit was required to add a directional sign for the museum on one of the other signs on a pole at the corner of Main and State Streets. On September 29, I attended a meeting of the Town/Gown committee at which I presented a report on the Welcome Back Block Party that Jason Dauenhauer and I organized on College Street. One item of special interest to this Board was a proposal by Dauenhauer that the Village's independent committee, Walk! Bike! Brockport Action Group become, also, a college

committee. President Macpherson agreed to explore that possibility. On October 1, I worked on the installation of the equipment on the new playground on South Avenue. This afternoon, I attended a meeting of the Brockport Community Museum where I reported for the Interior Display Committee which I chair and where arrangements for the dedication of the interpretive panel on Sagawa Park were discussed. That sign, as well as replacement signs for the interpretive panel and the historical marker in front of Hartwell Hall, will be dedicated during the college's Homecoming.

Additionally, Trustee Andrews reminded everyone of the 10/7/16 E.L.K. Museum event at Village Hall in which Richard O. Reiser, author of *Myron Holley: Canal Builder/Abolitionist/Unsung Hero* will give a presentation, the 10/12/16 Western Monroe Historical Society event at the Morgan Manning House in which a partial reenactment of the Lincoln-Douglas debates of 1858 will be made.

- o Trustee Annette M. Crane
 - Trustee Crane provided the following report:
 - 9/22 - First meeting of the Tax Relief Task Force. All members attended. Decided to rotate the position of scribe. Village treasurer Dan Hendricks, who was the guest lecturer at the meeting, volunteered to be the scribe for this first meeting. Mr. Hendricks also gave us a lesson on basic municipal budgeting: where Village monies come from and go to. Our next meeting will be October 13th. We will be reviewing changes in the budget over the past five years.
 - 9/26 - Housing Task Force meeting. Discussed the list of recommendations to the Village Board on trash pick-up. Recommendations not quite finalized.
 - Then went to the Code Review Committee meeting. There was not a quorum, but I did discuss trash issues from the Housing Task Force with the two members present, as a heads-up.
 - 9/27 - Attended the Intro to SEQR class given by the Monroe County Department of Planning and Development. Also attended by Chuck Switzer from our Planning Board. Excellent overview of the entire SEQR process.
 - 10/1 - Stopped by the installation of playground equipment at the South Avenue Park. Observed the work being done by our DPW and volunteers, mostly College students. Our DPW did their usual good work and the students worked hard and enjoyed their day. Everyone was well fed by Wegmans.
- o Trustee Katherine J. Kristansen
 - Trustee Kristansen provided the following report:

August 16th...attended Library board meeting. Discussion included next year's budget, Senator Ort's notification of securing \$10,000 for the library to spend on education/technology, the SolarPPA, and change of 2017 summer library hours.

August 25th...After hours meeting...working on After Hours celebration on November 19th.

August 31st...meeting with Margay, Erica and Ben Freverts regarding Solar PPA and Clean Energy Communities.

2nd meeting of the evening was with Library board regarding Solar PPA.

September 6th...BISCO meeting: debrief of Arts Festival and organization plan for next year.
Library meeting to discuss Solar PPA

September 7th...Brockport Chamber of Commerce meeting to discuss and plan Casino nite which is October 7th.

September 12th...Planning Board meeting. One business approved for move to Market St., two other businesses approved for exterior improvements and 4th business (new) not approved due to zoning issues pertaining to type of business.

September 15th...After Hours meeting to continue preparations for After Hours celebration.

Additionally, Trustee Kristansen reminded everyone of the 10/5/16 tree dedication in honor of Sri Ram Bakshi at the College on the west side of the Tower Fine Arts building. If he is well enough, he will be in attendance. She also reminded of the 10/11/16 tree planting in honor of Frank Sacheli at the College. He will be in attendance.

- Trustee John D. LaPierre

- **Community Choice** – Trustee LaPierre shared having attended with Deputy Clerk-Treasurer Erica Linden a 9/26 seminar regarding electricity aggregation. NY State sets the default provider to the municipalities and allows the municipalities by law to change the default to enable negotiating a fixed price for 3 to 5 years with the advantage of not being subject to inflation. It gives businesses and residences the ability to budget instead of being at the mercy of the provider raising rates. National Grid would still be the deliverer, but the rest could be a different company. They would still do the tree trimming and would still own the street lights.

- **South Avenue Park** – Trustee LaPierre shared being glad to have worked with DPW and the Parks Committee and volunteers on last week's preparation and installation of playground equipment at South Avenue Park. He was able to get Wegmans to support the installation day with breakfast, lunch, and dinner. Wegmans is more than happy to support good community events that support their criteria and have a budget to do so. In the future, contacting them further in advance would be beneficial. He said the College Community Development is always looking for projects for college students and groups to help with. Nicole Van Wie is the contact. Trustee LaPierre said he is amazed at college kids healthy eating compared to older generations. He said several families with small children stopped by and were very excited about the playground equipment. Some finishing touches need to be made and then a small ribbon cutting ceremony will be held.

- **Playgrounds Audit** – Trustee LaPierre asked that an action item be added to the agenda. The playgrounds in Village parks are in need of a safety audit. He distributed a proposal the Parks Committee obtained from Parkitects for the 6 Village parks that include playground equipment. Parks Committee Chair Heyen was able to get Parkitects to reduce the original proposal by 20%, thereby eliminating the need to go out to bid. If the proposal is accepted and the Mayor is authorized to sign the proposal, the audit can take place sooner rather than later which would enable DPW to remedy any safety issues before spring. Once this intense audit is conducted, it is followed by an annual inspection less in depth and less costly. There is a chance to involve the College's Recreation and Leisure students in this.

Parks Committee Chair Heyen said Ben Frazier of Parkitects is certified to conduct such audits and inspections and expressed a willingness to give a presentation to Lynda Cochran's students. H. Heyen said she was pleased Parkitects was willing to stay under the \$2,500 threshold which would have required bidding.

→ Trustee LaPierre moved, Trustee Kristansen seconded, carried 5/0 to accept and authorize the Mayor to sign the Parkitects playground safety audits proposal in the amount of \$2,400.

ADJOURNMENT:

→ At 8:08pm, Trustee LaPierre moved, Trustee Crane seconded, carried 5/0 that the meeting be adjourned.


Leslie Ann Morelli, Village Clerk