October 26, 2021

State of New York
2679 Route 8
County of Hamilton
Town of Lake Pleasant

A Regular Meeting of the Lake Pleasant Town Board was held on October 18, 2021 at the Lake Pleasant Public Library 2864 State Hwy. 8 Speculator, NY. The meeting was called to order at 7:00 P.M., to conduct whatever business that may come before the Board.
The following were present:
Supervisor: Betsy Bain (Absent) Deputy Supervisor Neil McGovern ran the meeting
Councilman: Neil McGovern, Cristine Meixner (Absent), Nancy Seifts, Don Braunius
Town Clerk: Deborah O'Rourke
Highway Superintendent Randy Lavarnway
Guests: Kathy O'Connell, Bonnie Reisinger, Stephanie Smith, Gary Rhinehart (Dackland Radio), Eileen Lavarnway, RaChelle Martz, Kathy O'Connell

RESOLUTION #100 APPROVE MINUTES OF October 4, 2021
OFFERED BY Don Braunius 2nd by Nancy Seifts
RESOLVED, that the minutes of October 4, 2021, be approved as presented
ADOPTED by the following vote. Ayes: Councilperson: Nancy Seifts Neil McGovern, Don Braunius, Nays: None

Committee Reports: Highway- Superintendent Lavarnway reported that all the paving is done. The snowplow trucks are getting ready. Randy offered help to the Village after the storm that hit Elm Lake Road, they did not need the Town as the County had stepped in to help. Lavarnway mentioned the change in the Town's plowing for this winter. They will be plowing from the Town Hall to the 4 Corners then to the first parking lot south on Route 30, then west to past the Town Hall, then out to DOT in Arietta. The reimbursement from the County will be the same. Kathy O'Connell asked Randy about the green salt as opposed to white salt on the highways. Randy said the Town doesn't use green salt just white salt which the County supplies the Town with. Further discussion on which salt less damaging to the environment.

Old Business: Discussion on Air B&B's. The Town is looking to get a committee together in January to look into the Air B&B's and the safety codes they are required to have.
Betsy met with Pauline Slack (President of the Lake Pleasant Senior Citizens Group) about the Seniors Meal Site she said that there are normally 10 people who take the meals and about 12 are delivered to those who can't get out. This meal site will still continue to be funded.
The preliminary budget for 2022 has been handed out by the Town Clerk to the Board and there are copies available for the public in her office. The Budget is around a 2.32% increase still work to be down get it down.

New Business:
RESOLUTION #101 THE HEALTH COMMITTEE HAS DECIDED TO SWITCH TO CDL ASSOCIATED INSURANCE AGENCY FOR THE TOWN'S HEALTH INSURANCE BROKER.
OFFERED BY Nancy Seifts 2nd by Don Braunius.

RESOLVED, that the Board approved the recommendation made by the Health Insurance Committee to switch CDL Associated Insurance Company for the Town Health Insurance Broker.
ADOPTED by the following vote. Ayes: Councilperson: Nancy Seifts, Neil McGovern, Don Braunius

The Chamber of Commerce gave the Board their 2021 3rd Quarterly Report.(See attached)
The ad has been placed in the Hamilton Express for the position for Town Zoning/Code Enforcement Officer suggestion was made to put the ad on the Town's website and face book page.

Committee Reports:
Youth Recreation Committee: Nancy reported that she has spoken to Samantha Desrochers (Youth Director) about skiing for the kids during Christmas vacation, there is money not used on the recreation line so this should be available.
RESOLUTION #102 APPROVE AUDIT OF ABSTRACT #30
Voucher #1526-1553 Amount $28,134.10
OFFERED BY Nancy Seifts 2nd by Don Braunius
RESOLVED, that all bills in the following funds be paid as present.
GENERAL, HIGHWAY, LANDFILL, LIBRARY
ADOPTED by the following vote. Ayes: Councilperson: Nancy Seifts, Neil McGovern, Don Braunius Nays-None

Roundtable: The next Board meeting will be Nov.1, 2021 @7:00 p.m. Public Hearing for the 2022 Budget will open @ 7:15 p.m. The transfer station scales are being replace it should take about 2 weeks, people are urged to put their garbage out not to use the transfer station.

***ON A MOTION BY Don Braunius 2ND by Nancy Seifts
TO ADJOURN 7:40 p.m.

ALL IN FAVOR.

Respectfully submitted,
Deborah O'Rourke, Town Clerk

2021 3rd Quarterly Report to the Town of Lake Pleasant Board
(7/1/2021-9/30/2021)

ACTIVITY	1st Q 2021	2nd Q 2021	3rd Q 2021
MAILINGS	~175	~200	~300
TELEPHONE CALLS	~300	~350	~425
EMAILS RECVD/SENT	950/700	1300/1100	1500/1300
WEBSITE-Users	4021	5561	8333
-New	3826	5316	7680
-Total Sessions	4736	6815	10,231
-Avg Session Duration	1 min 44 sec	1min 41 sec	1min 37 sec
FACEBOOK-Followers (to date)	9274	9375	9518
-Posts	162	146	150
-Messages (conversations)	28	20	40
INSTAGRAM-Followers (to date)	1117	1130	1140

ADVERTISING	1st Q 2021	2nd Q 2021	3rd Q 2021
Hamilton County Express	1 (snowmobiling) $62.10	2 (Farmers' Mkt) $111.00	3 (Farmers' Mkt) $166.50 4 (Garage Sale) $290.00
ADK Guide	Summer Guide $450.		
Community Pride Day Sponsor	$100.		
Farmers' Mkt Banner		$39.95	
Flower Barrel		$30.00	
Upstate Summer Guide		$349.00	
Hiking & Paddling Guides		$396.20	
Ilsnow.com			Online ad $250.00
TOTAL	$612.10	$926.15	$706.50

3rd Q 2021:
The office was just as busy this summer as compared to last year. Foot traffic, phone calls, emails and website usage was on par with 3rd Q 2020. After the 4th of July rush, the weather seemed to have an impact on visitors for the rest of the summer. COVID continue to play a role in events, not for only the Chamber, but also for many organizations' plans.

ROOST:
Along with Adirondack Experience and all chambers/info centers in Hamilton County, we collaborated with ROOST in developing a new website for the county's Office of Tourism. We also gave input to ROOST when they came to our region to do photo and video shoots for their state and national advertising campaigns for the Adirondacks.

Past Q Events:
Despite the weather, the **Speculator 4th of July Parade & Celebration** was a huge success, as the Parade Committee organized the annual parade and celebratory activities. Up to and after the parade, there were carnival vendors, bounce houses and a band at the Speculator Ball Field area. Other events throughout the region included the Piseco Fireworks, Boat Parades on Lake Pleasant, Oxbow and Sacandaga Lakes, and the Speculator Fireworks, which we promoted and advertised for through all of our outlets.