

Special points of interest:

- General Meeting Wednesday, February 18, 2009, Military Museum (Armory), Lake Ave., 6:30 PM
- Next Board Meeting is Tuesday, March 3, 2009, SCAC, 8:30 AM
- Next General Meeting is Wednesday, March 18, 2009, Vapor, 6:30 PM

DBA General Meeting at Military Museum

The DBA General Meeting is being held on Wednesday, February 18, 2009, 6:30 PM at the NYS Military Museum on Lake Avenue. Our special guest speaker is The Honorable Scott Johnson. There will be no “Info-mercials” by the membership due to the size of the agenda.

Special thanks to the Military Museum for hosting the meeting and to DBA Board Member Jeff Clark for making the arrangements.

Parking Issues Downtown

You may have heard the rumblings from the media, city hall, or your customers but the fact is paid parking may be coming back to downtown Saratoga Springs. Dawn and Susan had a meeting with the Mayor to get some of the facts floating around. On page 7 of this newsletter you will see the outcome of that meeting. I urge each member to get informed about what's going on in YOUR downtown. The fact is paid parking is going to effect your business no matter what. I urge each member to write letters to the city council, write letters to the editors of area newspapers and even Sound Off in the controversial columns in The Saratogian. It is time we are all heard on this subject. Your Board of Directors are doing their part to fight the good fight, but your voice is needed. Please read the info below and attend the Feb. 18 meeting so you can hear what is going on. In the meantime talk, write, call- Let everyone know what you think about paid parking in downtown.

-Dawn, DBA President

General Meeting
 Wed., February 18, 2009
 6:30 p.m.
 The NYS Military
 Museum
Lake Avenue Armory
Special Guest Speaker:
Honorable Mayor Scott Johnson

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Important DBA
Elections at the
March 18, 2009
DBA General
Meeting at
Vapor

DBA Officer and Board of Directors Nominations

To all DBA Members:

An important message from the DBA Nominations Committee

The current slate of DBA members running for Board Officer and Member positions is as follows:

President of the DBA Board of Directors (Uncontested)

- **Andrew Brindisi**, Current DBA Vice President (Owner, Brindisi's Restaurant)

Vice President of the DBA Board of Directors (Contested)

- **Melanie Dallas**, DBA Member (Owner, Sloppy Kisses)
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- **Roger Goldsmith**, DBA Board Member (Owner, Crafters Gallery)

Treasurer of the DBA Board of Directors (uncontested)

- **Jeff Clark**, DBA Board Member (Ameriprise Financial Services, Inc)

Secretary of the DBA Board of Directors (uncontested)

- **Jeremy (JJ) Buechner**, Current DBA Secretary

General DBA Board Member slate:

- **Joel Reed**, Executive Director, Saratoga County Arts Council
- **Jasper Alexander**, Chef, Co-Owner, Hattie's Restaurant
- **Timothy Holmes**, Co-Owner, Wheatfields Restaurant

On the following pages are Biographies for each candidate.

Voting will take place in March at the General Meeting on March 18th.

All votes must be placed in person at the March meeting, by ballot, one vote per business (and with '08-'09 dues paid in full).

Responsibilities will commence in April. Thank you.

DBA Nominations Committee:

- Christel MacLean - circus@circuscafe.com - 369.8922;
- Matt D'Abate - matt@adironacktrustinsurance.com - 584.5300
- John DeMarco - lballad@nycap.rr.com - 584.8779

Our heartfelt, special thanks to outgoing President Dawn Oesch for her four years of outstanding leadership of the DBA. We are grateful that she will stay on the board for a year as the Immediate Past President and lend us the benefit of her experience and wisdom.

Andy Brindisi

Vice President of the DBA (2004 to present).

- Chair, Membership Committee of the Saratoga County Chamber of Commerce (2007) and on Membership Committee from 2004 to 2007.
- Member, Board of Directors of the Saratoga Convention and Tourism Bureau (2005 to Present).
- Chair DBA Fall Festival Committee (2006 to present). 1st ever major out door fashion show 2006
- Chair Mad Marchness Committee 2005-2006. to cross promote DBA Business and set up restaurant week in the spring.
- Awarded top 20 movers and shakers under 40 in the Saratogian 2005.
- Member Environmental Expo Committee brought major Hollywood stars to bring attention to the expo and Saratoga Springs over 5,500 in attendance 2006.
- Member, Downtown Saratoga Springs Marketing Initiative (2008) The Committee was formed because of the uncertainty about NYRA's future.

Andy received his degree in political science. He received his GRI in real estate from the University of Virginia, and was a former government lobbyist for the Northern Virginia Association of Realtors. Andy also has extensive real estate, retail, sales, and broadcast experience covering the past 25 years.

My vision is that there is so much more to do to brand Downtown Saratoga Springs. Its important to understand the difference between passive and active marketing. I feel that we can do more with getting local business. An open forum with the public like a town hall meeting would be a good start. Also, work on getting more business in the first quarter and to do more family-oriented activities. Our retail and restaurant hours should be posted on the DBA web site, and we should continue to cross-market and educate our employees about Saratoga.

Melanie Dallas

Melanie owns and operates Sloppy Kisses (a treat boutique for dogs) at 493 Broadway. Sloppy Kisses opened in Downtown Saratoga Springs in February 2006. Since opening, Sloppy Kisses has wowed area dog lovers with their special community events including Yappy Hour, their annual Howl-o-ween costume parade and party, Patriotic Pooch contest and Breakfast with Santa Paws. Sloppy Kisses has donated thousands of dollars to countless local charities and has been instrumental in raising money for the Saratoga County Animal Shelter New Building Campaign. Sloppy Kisses is an active member of the Saratoga County Chamber of Commerce, Downtown Business Association and Saratoga Tourism and Convention Bureau. Melanie serves on the Saratoga Hospital Foundation Benefit Auction Committee, Saratoga's All-American Celebration Planning Committee, and the Saratoga Dog Park Exploratory Committee.

Melanie previously owned and operated Hot Stuff of Saratoga (now called Saratoga Salsa and Spice Company). Melanie opened Hot Stuff of Saratoga in 1997. The business received national exposure, having been featured in Forbes Magazine and on the Food Network. In 2001, Melanie was a recipient of the prestigious "40 Under Forty" award sponsored by the Albany Business Review and given annually to the most accomplished and influential young professionals in the Capital Region. While she owned Hot Stuff, Melanie served on the Board of the Downtown Business Association. Melanie sold Hot Stuff of Saratoga in 2002 to concentrate on her growing family.

Melanie and her husband, Eugene, have two daughters, Madison (Age 9) and Ava (Age 6) as well as a chocolate Labrador Retriever, Marley (Age 12).

Roger Goldsmith

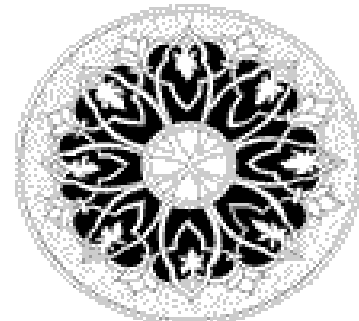
Married and father of two girls ages 24 & 26. I am founder and owner of Crafters Gallery, 427 Broadway Saratoga Springs, NY. Established on Broadway in 1993, Crafters Gallery is an art gallery, gift store, and frame shop. We work with many local artists and artisans providing them with a prime retail space to exhibit their work. I instill in my employees the importance of greeting our customers and making them feel welcomed. Our goal at Crafters Gallery is to go beyond customer satisfaction, and to achieve customer appreciation, respect, and trust. During the past 15 years we have always been a supporting member of the community. Member of; Saratoga Springs Downtown Business Association, Saratoga County Chamber of Commerce, Saratoga Convention and Tourism Bureau, Saratoga County Arts Council, Saratoga Preservation Foundation, as well as an avid supporter of many local organizations, and charities. I am a past board member of the Saratoga Convention and Tourism Bureau. By mayoral appointed I am a current board member of the Saratoga Springs City Center Authority assisting in the expansion of the City Center, I also sit on that board's ethics committee . I am a current member and a past VP of the Saratoga Springs Downtown Business Association. I have a good track record of participation and attendance in those organizations I have committed to. I believe in supporting good leadership, keeping an open mind, and respecting the opinion / point of view of others. I would like to see the SSDBA continue the great success of the programs & promotions we currently have in place; continue to work with the city to resolve our customers issues (especially parking); and develop a plan that's focused on marketing our Downtown as an entity. I'm happy to discuss further any topics, either mentioned or not mentioned, in this brief bio. Feel free to contact me.

Jeff Clark

Jeff Clark has been a member of the Downtown Business Association Board for three years. He actively supports the community, as a volunteer captain for Special Olympics fundraisers for ten years. He has directed fund-raisers for Hospice for fourteen years. He has been an Ambassador for the Chamber of Commerce for eight years and is a past president of the Ambassadors program at the Chamber. He was also elected by his community to be a judge, served a four year term and was re-elected to another 4 year term. After 8 years in public service, Jeff decided it was time to focus on this business and chose not to run for a third term. Jeff is a combat veteran, serving two terms of duty in Vietnam as a chopper pilot. He has a Masters degree in management from the University of Southern California and he and his wife Laura have three lovely daughters. In his "day job," Jeff is an Ameriprise Financial Advisor and he helps manage the financial affairs for a group of families in the area.

Jeremy "JJ" Buechner

J J Buechner has served on the DBA board for a number of years. He was appointed secretary this past year by President Dawn Oesch. His is the owner and artistic director of the Local Actors Guild of Saratoga.



Jasper Alexander

Jasper is the present owner and executive Chef of Hattie's Restaurant. Jasper and the restaurant have received an enormous amount of press, having been featured on the Food Network, *Throwdown with Bobby Flay*, *Paula Dean Magazine* May/June 2007, *National Geographic Traveler*, April 2007, *The Washington Post*, June 2005, *The Boston Globe* August 2004, *The Atlantic*, April, 2007, *Hudson Valley Magazine*, 2005, 2007, *Saratoga Living*, 2008, *Capital Region Living* 2008. In addition Hattie's and Jasper have received from all local papers, *The Daily Gazette*, *Saratoga Today*, *Times Union*, *The Post Star*, *The Troy Record* and *The Saratogain* respectively.

Jasper has continued to be at the fore front in the restaurant world and well respected by his peers. He has taken Hattie's to a new level in the overall dining experience at Hattie's and is constantly sought after by local restaurateurs for his advice and expertise. Jasper has also appeared on many local Television stations, sharing his cooking talents including, *Carmines Kitchen*, News Channels 10,9,13 6. He is also a favorite of the Wolf on WPXY 106 fm. Most recently, NYRA and Center plate introduced Restaurant Row at the Saratoga Race Course, using Hattie's as one of the model restaurants for their new concept. The success was overwhelming and will now be a permanent new addition to the track.

Jasper Alexander is one of the founding members of the Saratoga Springs Downtown Marketing Initiative.

www.downtownsaratogasprings.com and a member of the Downtown Business Association, the Saratoga County Chamber, the Saratoga County Convention & Tourism Bureau and is an on-going active supporter of the Saratoga Performing Arts Center. In addition donating to other various charities, Jasper along with his wife Elizabeth, have been Honorary Chairs of Yaddo Annual Summer Benefit and Big Brothers Big Sisters, Swing and Swirl gala. Jasper and Elizabeth also co-chaired the SPAC Food and Wine

Festival along with Sonny and Julie Bonacio, September, 2008. Jasper also donates his services for various live auctions throughout the Capital district such as, Equine Advocates, Saratoga Hospital Foundation, Saratoga Bridges, Feast of the Fields, Double H Ranch, Travers Wine Tasting benefiting Senior Services of Albany and the Ronald Mac Donald house to name a few.

Tim Holmes

Timothy D. Holmes co-owner and co-founder of WOW Restaurants Inc, dba Wheatfields Restaurant and Bar, Wheatfields Bistro and Wine Bar, and Restaurant Consulting Partners, has worked successfully in the hospitality, food and beverage business for over twenty years.

Timothy began his passion for the hospitality business during college while attending Paul Smiths College, Paul Smiths, New York studying hotel restaurant management and culinary arts. During his time attending Paul Smiths, he was the Senior Class President, Recipient of the Stouffer Hospitality Scholarship, Who's Who of American College Students and the Student Affairs Award.

His professional career began in the Capitol Region, as a manager trainee for The Ground Round Restaurant Company. From 1988 to 1994 he retained the position of General Manager and was honored to be recognized as the youngest general manager in the company at the age of 21 in 1988. Tim relocated to Chicago, Illinois in 1994 to take an Operations Management position with Lettuce Entertain You Enterprises.

While at Lettuce Entertain You Enterprises Tim accelerated his career becoming the youngest partner in the company at the age of 29 and created several nationally acclaimed

(con't on page 6)

Tim Holmes (con't)

restaurants. As a Vice President, Partner, Board of Director, he owned, operated, and created these restaurant concepts; 1995 Brasserie Jo, a 225 seat 1940's Parisian Brasserie; ("Best New Restaurant in the United States" James Beard Foundation). 1997 Heaven on Seven, a 150-seat Cajun/Creole concept; 1998 Brasserie Jo's second location, Boston Massachusetts; 2001 Peterino's, a 200-seat Italian Chop House; 1998-2001 Lettuce Catering, a full service off-premise catering company.

In 2004 Timothy and Colleen Holmes purchased The Wheatfields Restaurant (serving downtown Saratoga community since 1988) and created WOW Restaurants Inc. In 2006 they transformed the restaurant into Wheatfields Restaurant and Bar by enlarging and remodeling the space and concept. Currently they are creating Wheatfields Bistro and Wine Bar.

Tim is involved with many Saratoga Springs charitable events and his company generously gives back to the local community. Tim is a member of the Downtown Business Association, Saratoga County Chamber of Commerce, Saratoga Convention Tourism Bureau, Downtown Saratoga Springs Marketing Initiative, New York Restaurant Association, and The National Restaurant Association.

Tim and his wife Colleen reside in Ballston Spa with their daughter Sarah (3). Tim's two older children Jessica (16) and Timothy (14) reside in Clifton Park. Tim's Uncle, Dr. Tom Gorman a retired thoroughbred veterinarian, has lived on Saratoga Lake for over thirty years. The Holmes family enjoys traveling, boating, entertaining and dining out.

Joel Reed

After serving 3 1/2 years as the Saratoga County Arts Council at The Arts Center's Associate Director, since January 2007, Joel Reed has been its Executive Director, and oversees The Arts Council's staff and programming to maintain The Arts Center as downtown Saratoga Springs' arts and culture anchor. Joel successfully led SCAC through a smooth executive transition following the retirement of the organization's long-time and founding director, in the process increasing the organization's budget and endowment, forging new partnerships with state-wide and national organizations Volunteer Lawyers for the Arts, Fractured Atlas, Public Knowledge, and the American Museum of Natural History to provide additional services for artists in the Saratoga area and extend the reach of Arts Council programming; welcoming the artwork of John Lennon and the avant garde art collective TODT to Saratoga Springs; and, with funding from The New York State Music Fund and local support, he has turned The Arts Center into a regional locus for new and experimental music. Prior to joining The Arts Council, he worked in development for other arts organizations in the Saratoga region and Syracuse. He holds an MA and a PhD in English, and in his previous life as an English professor, he taught at Syracuse University and Texas Tech, held a research position at UCLA, and published seventeen articles, reviews, interviews, and book chapters.

The ballot will be voted on at the March 18 DBA general meeting. One vote per business and you must be present to vote..

Parking Meeting with Mayor Johnson

Dawn and Susan sat down with Mayor Johnson to discuss the possibility of paid parking in downtown. Here are some questions that were answered at that meeting:

- Paid parking is proposed to help alleviate revenue problems with the city. Parking is the hot button issue because it is the easiest source. The large High Rock lot could provide up to 1000 spots.
- Broadway and the side streets will not be affected. Lots on Woodlawn, Spring, High Rock and Church will be affected.
- The price will be approx. \$.50 an hour in lots \$1.00 an hour in garages.
- Businesses and locals may be given reduced monthly rates.
- More enforcement may be in place to monitor Broadway/side streets so the parking spots are not abused.
- Woodlawn lot will be developed at a point AFTER the High Rock lot is completed.
- The RFP for High Rock is to be determined by the end of Feb.
- The paid parking ideas/decisions will be made later this spring.
- Paid parking could commence as early as summer 2009. Once construction starts on High Rock, paid parking may start.
- Paid parking will not be all hours. Approx. 9-8 pm or so it will be free.
- Rates will not increase in track season. Rates are monitored by a city committee.
- No lot will be built from here on out without paid parking- the city can't afford it.
- Spots are taken up by construction crews. Mayor is in talks with old National Grid site to allow construction trucks to park there and the crews brought into their site.
- Cost to city to have smart meters in city \$500,000. Cost is absorbed by Parking Management firm. To be decided by city.
- Validation of parking slips can be done by the businesses downtown BUT at the businesses expense. More discussion to follow.
- Ellsworth lot has been sold, no more downtown employee parking.
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Nothing is written in stone yet, but the city council needs to hear what we think. If you don't like any of these answers, I encourage you to come to the Feb. 18th meeting to discuss our options with the Mayor.

Important Dates

February 13-15.....22nd Annual Dance Flurry, City Center and throughout Saratoga Springs
February 16.....Empire State Baptist Congress, City Center
February 18.....DBA General Meeting, Military Museum
February 22.....The Enchanted Wedding, Saratoga's 2009 Bridal Expo, City Center
February 24-25.....NYS Law Board of Law Examiners Bar Exam, City Center
Feb. 26-March 1.....Saratoga Rotary Home & Garden Show, City Center
March 3.....DBA Board meeting, SCAC
March 3.....NENY Nursery/Landscape Assoc. Education Day & Expo, City Center
March 6-8.....Mountain Man Outdoor Supply Co. Paddle Sports & Outdoor Expo, City Center
March 13-15.....Capital District Youth for Christ Annual Conference, City Center
March 18-19.....NYS Athletic Administrators Assoc Annual Conference., City Center
March 21-22.....NEACA Arms Fair, City Center
March 23-24.....Curtis Lumber Co. Contractor's Expo, City Center
March 25-26.....Empire State College All College Conference & Inauguration, City Center
March 28-29.....NE Woodworkers Assoc. Woodworkers Showcase, City Center
March 30-April 1.....NYS Reading Association Annual Reading Conference, City Center

February 20-April 1—DBA Membership Drive

The Board has voted **NO RAISE IN THE ANNUAL DUES!**

You will be receiving your renewal letter in the mail the third week of February. You will receive a discount if you pay before March 15, and the membership starts right away, but fiscal year begins April 1.

You **MUST** be paid in full by April 10 to be on the DBA Map & Directory for 2009-2010. Please check your listing online at www.saratogadowntown.com, click on "Our Members." Please let Susan know if there are any changes in your listing at slfdesign@aol.com.