

**COUNCIL WORK SESSION  
CITY OF WATERTOWN  
October 23, 2006  
7:00 P.M.**

**MAYOR JEFFREY E. GRAHAM PRESIDING**

**PRESENT:**           **COUNCILMAN STEPHEN J. BRADLEY  
COUNCILMAN PETER L. CLOUGH  
COUNCILMAN TIMOTHY R. LABOUF  
COUNCILMAN JEFFREY M. SMITH  
MAYOR GRAHAM**

**ALSO PRESENT:**   **CITY MANAGER MARY M. CORRIVEAU  
ATTORNEY ROBERT J. SLYE**

**Presentations:**

**Jefferson County Job Development Corporation – James Fayle, Executive Director**

Mr. Fayle made a presentation to Council to update them on what the Corporation is currently doing. He said that the mission to convert the New York Air Brake building into viable business space, which was started in 1995, has been successful. Mr. Fayle also reviewed the two initiatives the JCJDC has which include workforce development and assisting the County with development of the airport.

Councilman LaBouf asked how tax breaks can help businesses.

Mr. Fayle said that the sales tax is eliminated when a business is undergoing expansion.

Mayor Graham asked what priorities businesses may have under a new governor.

Mr. Fayle said workman's compensation is always an issue.

Councilman Bradley asked what other businesses the JCJDC is pursuing.

Mr. Fayle replied that back-office and fiber optics businesses or any business that may support Fort Drum.

Mayor Graham asked Mr. Fayle how he envisioned prime facilities being viable in the future, citing Mercy as an example.

Mr. Fayle told Council that it would be prudent for the community to assess those facilities. He added that it would not make sense to put money into a facility that would cost more to update than what it would bring in for revenue.

Mr. Smith suggested looking at manufacturing close to the landfill.

Mr. Fayle replied that he has had discussions on developing that concept but the challenge in that area is that there are no direct pipe lines for water.

### **Downtown Branding – Jamie Mayer, Infinite Media**

Mr. Mayer made a presentation to Council about the visual identity guidelines created to assist in the production of the Downtown Watertown communication and advertising campaign. He presented guidelines that all vendors involved in creating, producing or using the Downtown Watertown visual communication should adhere to. He reviewed all elements of the visual identity including the signature and proper usage, color, typography, tag lines and ad layouts.

Mrs. Hoffman told Council that several banners have been purchased by various organizations.

Mayor Graham commented that the shopping segment of the campaign has more of a Manhattan feel to it and asked if the City has that kind of shopping to support the image.

Mr. Mayer said the image that was used is just a stock photo.

Mrs. Corriveau added that the image was used as a result of a survey.

Mrs. Hoffman told Council that people said they wanted to see more color and vibrancy in downtown advertising.

### **Letter From Miss New York Scholarship Pageant**

Mayor Graham told Council he had received a letter from the Miss New York pageant requesting \$6,000 for the coming year. He commented that the amount was more than last year.

### **Lynde Street House**

Mayor Graham asked how the house on Lynde Street is progressing.

Mrs. Corriveau said she talked with Mr. McWayne and the issue is still in the court's hands.

Attorney Slye told Council the owner is in default again and the court believed she was competent, although the City thought otherwise.

### **Speeding on Sherman Street**

Councilman Clough asked if there is something being done about the speeding on Sherman Street toward Iroquois Avenue.

Mr. Hauk told Council that speed counters will be put down in that region.

### **Paper Streets – Ken Mix, Planning & Community Development Coordinator**

Mr. Mix presented to Council the issue of “paper streets” which is a street location that is shown on City assessment maps, but where a physical street has not been built. They may be publicly or privately owned, and there are approximately 60 of them in the City. He added that the issue has been coming up a lot recently, generally because someone wants to purchase the land. Currently there are requests to purchase Pennsylvania Avenue, Hancock, West Hoard and Wise Streets.

Councilman Smith asked if the City knew when streets were declared paper streets.

Mr. Mix told Council that would require an enormous amount of research. He added that it takes a total of three years before anyone can own the parcel.

Mayor Graham suggested moving ahead with auctioning off West Division Street.

### **Sidewalk Program – Kurt Hauk, City Engineer**

Mr. Hauk told Council that the Engineering Department evaluated areas for the 2007 sidewalk program. He said the areas were derived using the recent GIS street evaluation project and yielded eleven possible locations for the next phase of the sidewalk program. The recommendations for the 2007 program include eight streets because of their proximity to churches and schools. They include: School St., Moore Ave., Girard Ave., Monroe Ave., Pearl Ave. North, Colorado Ave., Starbuck Ave., and Olmstead Dr.

Mayor Graham asked how much of this year’s sidewalk program has been completed.

Mr. Hauk replied that about half is complete but reminded Council that the project was started late. He added that the same rates would apply for the continuation of the 2006 project into 2007 but when the new project starts, those areas may pay a different rate.

Mayor Graham mentioned that a resident recently built a house on Bellew Avenue but that there is no sewer line to the property. He added that DPW estimated it would cost over \$5,000 to put a line from the main hub to the house.

Councilman LaBouf asked if residents are responsible for the lateral.

Mrs. Corriveau told Council that is what the Code says.

### **Quality Communities Grant Program – Mary Corriveau, City Manager**

Mrs. Corriveau told Council the application for the grant application is due November 17. Funds under this program are available for planning initiatives which link environmental protection, economic development and community livability.

Councilman LaBouf asked if the grant can be applied to something the City already has plans for.

Mr. Mix said this is strictly a planning grant.

Mrs. Corriveau told Council one of the problems residents are having is they want to purchase a piece of land they are told is residential, but they find it is industrial because the bank will not lend them the money.

Mayor Graham suggested that the grant money be used for revising City Zoning.

### **Water Rates – Gary Pilon, Water Superintendent**

Mrs. Corriveau told Council that Mr. Pilon investigated the revenues of a flat water rate and that she looked at adding a flat rate to the current figures. She added that in two weeks Council will have the water rates in front of them again.

Council discussed rate percentages and what is needed to meet the budget.

Mayor Graham stated that Council is here to set the rates to keep the system and plant running and should show some consideration for low volume users.

Councilman LaBouf commented that the answer is not always to raise rates but to lower expenses. He also mentioned increasing the customer base rather than raising rates.

Councilman Clough said he was willing to wait on the issue so Councilman LaBouf could come back and look at what to cut. He added that he would like to see three resolutions on the table in two weeks: the tabled resolution, the Mayor's idea and Councilman LaBouf's.

Councilman LaBouf said he would be willing to come in and look at areas to cut in the water budget.

### **Work Session**

Mrs. Corriveau told Council that she will not be present for the next scheduled work session in November and asked Council to consider pushing it back to November 27.

Work session ended at 10:00 p.m.

Amanda Lewis  
Deputy City Clerk