

March 21, 2019: Village Board Meeting
Minutes of Regular Meeting Sodus Point Village Board

Mayor McDowell called the regular meeting to order at 6:30 PM and led the Pledge of Allegiance.

Present: Mayor McDowell, Attorney Williams, Trustee Appleby, Trustee Kallusch, Trustee Eckberg, Trustee DeWolf, CEO Druschel

MOTION by Trustee Appleby and seconded by Trustee Eckberg to approve the February 21, 2019 regular meeting minutes.

Motion carried all voting aye.

Public: 50pp

Absent: na

Reports were given as follows:

Mayor McDowell- Wastewater, general Village update

Highlights:

*Alice Bill was nominated for the NYS Senate Women of Distinction Award.

*Bill and Shari Kallusch will be honored as Town of Sodus Citizens of the year on April 12th.

*NASP will be hosting a kite flying contest on Sunday May 26th. They are also looking for BINGO workers for the program which is expected to begin in September.

*The Village wrote a letter of support for SBJSA to apply for a grant to help them reach out to individuals who may not readily participate in their programs.

*The NYS Comptroller found that the village has no fiscal or environmental stress through February 28, 2019.

Trustee Kallusch – Fire

Trustee Appleby – Street lights, Energy and LWRP

Trustee Eckberg – Ambulance, Community Center

MOTION by Trustee Kallusch and seconded by Trustee Appleby to approve Daniel Mottler as a new member of the Sodus Point Fire Dept.

Motion carried all voting aye.

Trustee DeWolf – Highway, Water

CEO Druschel- Building Inspector's Report

Public Comments:

Tom Lightfoot from Bay St. read a letter to the Board and public regarding the history of the Village Hall. The building was built in 1893. John Buzzell made the donation of the building to the Village in 1982. Mr. Lightfoot would like to see the building preserved.

Lyle Maldoon, Route 14 asked if the taxes would be raised by options for the new village hall. The plan by the Board is to not raise taxes.

Phil Leone, Fifth St. feels the board is rushing their decisions and would like the tax paying residents to have a say in how the board moves forward.

Mrs. Mulaney, Maiden Lane suggested that the Village focus on new water lines on Maiden Lane before considering a new village hall.

It was explained to her that the funding and finances are separate for water lines and buildings.

Brian Kuehl, Bayview Drive thanked the Village Board for their efforts. He has lived in Sodus Point for many years and would like to see activities for families come back to the Point.

Old Business:

- A. Trustee Appleby made a motion to submit a purchase offer to Troy Warren and Dawn Warren for the property known as 8487 Greig St. Ms. Appleby asked for discussions with the board regarding the offer.

Trustee DeWolf asked to abstain from voting.

Mayor McDowell read the contingencies attached to the approval.

1. Buyer at Buyer's expense shall cause a Phase I environmental study of the property to be performed, the results for which must be satisfactory to the Buyer.
2. Buyer at Buyer's expense may cause a HAZMAT survey of the property to be performed along with a geotechnical survey of the property.
3. Buyer's obligation to purchase is subject to a permissive referendum to use monies in a capital reserve account.
4. Buyer's obligation to purchase is also subject to a permissive referendum for financing of the project in an amount of up to \$1,300,000.00
5. Title to the property to not be encumbered by third party use of boat launch.
6. Purchase is subject to SEQRA compliance
7. Seller may cancel the contract if acceptable arrangements cannot be made regarding docks owned by Seller that are currently leased by a third party.

The LIFE of OFFER. This offer shall expire on March 28 2019, at 5:00pm.

The Village cannot move forward with access or move forward until the offer is made to purchase. The Board feels that with all of the contingencies in place it is not putting the Village at risk.

Trustee Eckberg seconded the motion by Trustee Appleby

Motion carried voting as follows:

Trustee DeWolf-abstain

Trustee Eckberg-aye

Trustee Appleby-aye

Trustee Kallusch-naye

Mayor McDowell- aye

MOTION passed.

MOTION by Trustee Appleby and seconded by Trustee Eckberg to approve the Edge Architecture proposal in the amount of \$11,700 for Geotechnical & Hazmat services dependent on the purchase offer acceptance.

Motion carried voting as follows:

Trustee DeWolf-abstain

Trustee Eckberg- aye /Trustee Appleby – aye/Mayor McDowell- aye.

Trustee Kallusch – naye.

Motion passed.

- B. Finch’s Great Escapes provided the Board with a couple options for landscaping around the Fire department electronic sign. If the Board can come to an agreement of the preferred option Finch’s Great Escapes will focus on providing estimates on the specific option. The Board agreed on Option 1 which has the trees/shrubs etc on the north and the bricks on the south side of the sign.
- C. MOTION by Trustee Appleby and seconded by Trustee Kallusch to approve the Social Media Policy and Facebook Standard

Social Media Policy

Purpose

To address the fast-changing landscape of the internet and the way residents obtain information online, Village of Sodus Point departments may consider using social media tools to reach a broader audience. The Village encourages the use of social media to promote activities, programs, projects or alerts when appropriate.

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

General

1. All Village of Sodus Point social media sites posted by departments, will be subject to approval by the Mayor.
 - a. The Village of Sodus Point website www.soduspoint.info will remain the Village's primary and predominant internet presence.

- b. The Village must be able to immediately edit or remove content from social media sites.
2. As channels for disseminating time-sensitive information as quickly as possible (example: emergency water level information) and marketing/promotional channels which increase the Village's ability to broadcast its messages to the widest possible audience.
 - a. Wherever possible, content posted to Village of Sodus Point social media sites will also be available on the Village's main websites.
 - b. Wherever possible, content posted to Village of Sodus Point 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 Sodus Point.
 - c. The intended purpose for the use of social media is to serve as a mechanism of communication between Village government and members of the public. For this reason comments may not be left by the public on the Village of Sodus Point's website or Facebook page. Any electronic comments may be communicated to the Village of Sodus Point via e-mail.
3. As is the case for Village of Sodus Point's primary website, www.soduspoint.info, a designated person 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 Sodus Point social media sites shall comply with all appropriate Village of Sodus Point policies and standards.
5. Any exceptions to standards will be approved by the Village Clerk and subject to review by the Village Trustees and the appropriate department liaison.
6. Village of Sodus Point social media sites shall comply with Sodus Point Code of Ethics and administrative polices and New York State Election law.
7. Visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for informational communication between Village government and members of the public.
8. 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.
9. All new social media tools proposed for Village use will be approved by the Mayor and trustees.
10. The Village Clerk will maintain a list of all Village of Sodus Point social media sites, including login and password information. Departmental representatives will inform the Clerk of any administrative changes.
11. The social media admin shall maintain standards and processes for managing accounts.

12. The Village has the ability to immediately edit or remove content from social media sites.

Village of Sodus Point Facebook Standard

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.soduspoint.info, and to inform more people about Village activities. These standards should be used in conjunction with the Village of Sodus Point Social Media Policy. As Facebook changes these standards may be updated as needed.

Content

1. Types of Pages

- 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.
- For 'type' description, choose 'government.'

2. Boilerplate

- 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.

3. Link to the Village

- link to www.soduspoint.info will be included on the Page Info page.

4. Page administrators

- The Village Clerk, Website Manager, Mayor or designated office personnel are responsible for monitoring the Facebook page. Posts should be approved by one of the three designated personnel.
- A designated office employee is responsible for making sure content is not stale.

5. Style

- The Village Facebook page will be consistent with Village branding.
 - 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.

6. Comments

- The intended purpose for the use of social media is to serve as a mechanism of communication between Village government and members of the public. For this reason comments may not be left by the public on the Village of Sodus Point's website or Facebook page. Any electronic comments may be communicated to the Village of Sodus Point via e-mail.
- Administrators will post the comment policy to Facebook.

7. Applications

- 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.
- 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 Clerk and the Mayor.
- An application may be removed at any time if there is significant reason to think it is causing a security breach or spreading viruses.

8. Archive

- The Facebook page will be set up in conjunction with a designated Village e-mail account. 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 Sodus Point Social Media Policy available at www.soduspoint.info.

Motion carried all voting aye.

New Business:

- A. MOTION** by Trustee Kallusch and seconded by Trustee DeWolf to approve the estimate from Siewert Equipment in the amount of \$7850.00 and estimate E40839 Colacino

Industries to retrofit existing altitude valve at the Lake Rd water tank with electronic control in the amount of \$12,822.94.

Motion carried all voting aye.

- B.** Elliott Engineering provided the Board with a Bid Tab regarding the raising of three Sanitary Pump Stations. Elliott Engineering recommends the award go to Mark Poretta Excavating

Mark Poretta Excavating \$37,670.00 plus Xylem Water Solutions \$13,375.50

Blue Heron \$98,750.00

RoadTek, LLC \$99,879.23

Villager Construction \$217,000.00

MOTION by Trustee Appleby and seconded by Trustee Eckberg to approve the bid from Mark Poretta Excavating in the amount of \$37,670.00. In addition, the approval of the purchases necessary for the project from Xylem Water Solutions in the amount of \$13,375.50.

Motion carried all voting aye.

- C.** MOTION by Trustee Kallusch and seconded by Trustee Appleby to approve proposal estimate #1287 from Mark Porretta Excavating Inc. in the amount of \$2,900.00 for camera work on the main to free a blockage caused by a root ball.

Motion carried all voting aye.

- D.** As part of the results from the Post Flood Recovery Building workshop. The request for professional communications to develop a strategic marketing plan was an important action item. The Board received quotes from Causewave Community Partners and Christopher Communications.

Causewave summary of costs were as follows:

Phase I Communications Plan Development & Facilitation \$3,960 +travel

Phase II Development of Marketing and Communications Assets \$2,500-\$17,500

Phase III Production/Placement of Marketing and Communications Assets \$5000-\$65,000

Christopher Communications

Single fee of \$1,500 for consultation, message development and planning.

Fee is based on deliverables at a rate of \$120 per hour for all services.

15-20 hours maximum for the project.

MOTION by Trustee DeWolf and seconded by Trustee Eckberg to approve Christopher Communications to develop strategic marketing plan at the rate of \$1500 plus \$120 per hour up to \$2,400.00.

Motion carried all voting aye.

E. MOTION by Trustee Appleby and seconded by Trustee DeWolf to contract with Costich Engineering for roadway drainage improvements at the following locations. The Highway department is planning on paving this year. The drainage project is necessary prior to paving.

Location 1-South Shore/Central Avenue

Total cost \$4,300.00

Locations 2,3,4- South Shore@ hole 2 SBHGC, Margareta Rd/Central Ave @ water tower.

Total cost \$2,000.00

Motion carried all voting aye.

F. MOTION by Trustee DeWolf and seconded by Trustee Eckberg to approve the purchase of a Flygt Model CP-3127 quote 2019-BAT-0157 in the amount of \$7,935.25 for the pump at Lake Rd 2. The purchase of a new pump is more cost effective than repairing. Motion carried all voting aye.

G. The board requested quotes for the fascia and window trim work on the Sewer plant building. The contract was awarded back in 2018 but the original agreement wasn't fulfilled.

Therefore, additional contractors were asked to bid.

Lakeside Roofing & Contracting \$5,281.00

Wayne County Metal Roofing \$5,900.00

The Board discussed the two options in length with each contractor and quotes having pros and cons. Mayor McDowell wasn't convinced that the quotes were for the exact same job. The Board approved the work to be completed pending confirmation on the detail of work for each proposal with the final determination and approval to be made by Mayor McDowell with reference to the village procurement policy section 39.

MOTION by Trustee Kallusch and seconded by Trustee DeWolf to approve up to \$5,900 for the fascia and window trim at the Sewer plant.

Motion carried all voting aye.

Treasurer:

MOTION by Trustee Eckberg and seconded by Trustee Kallusch to approve payment of claims 3-1 through 3-57 for a total of \$63,007.74; General/Highway \$38,229.11; Water \$9,195.61; Wastewater \$15,583.02.

Motion carried all voting aye.

Other Business:

na

MOTION by Trustee Kallusch and seconded by Trustee Appleby to adjourn the meeting at 8:01PM

Motion carried all voting aye.

Next scheduled regular Board meeting will be on Thursday, April 18 2019 at 6:30 PM

Tracy B Durham, Clerk-Treasurer