



Town of Minerva

*Stephen McNally, Supervisor
Douglas McCall, Councilman
Keith Dubay, Councilman
David LaBar, Councilman
Scott Fish, Councilman
Jon Fish, Highway Superintendent
Diana Mason, Town Clerk*

PO Box 937,
5 Morse Memorial Highway
Minerva, NY 12851
518-251-2869 (phone)
518-251-5136 (fax)

<http://www.townofminerva.com>

Public service is a privilege. Thank you for allowing us to serve you.

Thank you for attending tonight's town board meeting. We will hold two public comment periods. The first, at the beginning of the meeting, will be limited to 10 minutes. The second, at the end of the meeting, will be as long as it needs to be.

Public comment, like public service, is a privilege. Thank you in advance for sharing your questions and concerns and for respecting your neighbors who are here as a member of the public or as a member of the board.

The Town of Minerva reserves the right to enter into executive sessions to consider issues allowable under the New York State Open Meetings Law. We will do our best to schedule those at the end of the meeting for the convenience of those attending. There may be times when it will be prudent for us to enter executive session earlier in the evening. We apologize in advance for any inconvenience that this may cause to those attending our meetings.

Corresponding meeting material is located in the blue binder and on our web page. We would be happy to make copies upon request during normal business hours.

Town of Minerva Board Meeting Agenda March 19th, 2020

Roll Call
Pledge of Allegiance
Public Comment

Approval of March 5th Board meeting minutes

Correspondence
Joy Healy
Katherine E. Smith

Financial Reports
Audit of Vouchers
Operating Statement
Cash Reports

New Business
Resolution to Approve Contract with Madaddie

Supervisor's Report
Highway Superintendent's Report

Department Reports
Town Clerk – February

Public Comment
Councilmen Comments
Adjournment

Town of Minerva
Town Board Meeting
March 5, 2020

The Semi-monthly Meeting of the Minerva Town Board held on Thursday March 5, 2020 was called to order at 7:00 PM.~Upon Roll Call

- Stephen McNally- Supervisor-present
- Douglas McCall-Councilman-present
- Keith Dubay-Councilman-present
- David LaBar-Councilman-present
- Scott Fish-Councilman-present

Pledge of Allegiance

Public Comment #1-none

- #78 Motion by Dubay seconded by LaBar to accept the minutes of the minutes of the February 20, 2020 regular semi monthly meeting. Carried 5-0
- #79 Motion by LaBar seconded by Fish to accept the minutes of February 25 Public Hearing. Carried 5-0

Correspondence was read from Ellen Eager notifying the Board of her retirement effective February 1, 2020 as Acting Town Health Officer.

- #80 Motion by LaBar seconded by Dubay to accept the resignation of Ellen Eager and appoint Theresa Brannon as Acting Health Officer effective February 1, 2020. Roll Call Vote-YES Fish, LaBar, Dubay, McCall, McNally. NO-none. Carried 5-0
- #81 Motion by LaBar seconded by Dubay to approve RESOLUTION to approve the audit of the Town Justice Court. Carried 5-0
- #82 Motion by Dubay seconded by Fish to approve RESOLUTION to set campground rates for the 2020 season. Carried 5-0
- #83 Motion by Dubay seconded by LaBar to approve RESOLUTION encouraging NYS Legislature and Governor Andrew Cuomo to make it a priority to allocate funds from the 2020 budget for the continued redevelopment and implementation of the tourism hub that will serve as a gateway to the Adirondacks at Exit 29/Frontier Town Project, North Hudson, NY. Carried 5-0
- #84 Motion by Dubay seconded by Fish to approve RESOLUTION to approve post office payment as a pre-pay. Carried 5-0
- #85 Motion by McCall seconded by LaBar to approve RESOLUTION to approve letter of agreement, contract for emergency ambulance service and vehicle lease agreement with Johnsbury Emergency Squad, INC. Roll Call Vote-YES Fish, LaBar, Dubay, McCall, McNally. NO - none. Carried 5-0

204

Town of Minerva
Town Board Meeting
March 5, 2020

- #86 Motion by Dubay seconded by McCall to approve RESOLUTION to authorize NYSDOT shared services agreement. Carried 5-0

Supervisor Report-reported on replacing street lights with LED lighting after meeting with National Grid; handed out fund balance spread sheet; the Town should get about \$20,000 from the county for marketing to use for web design; spoke on the Lake Front Revitalization meeting held last evening which will be on going for about one year.

Highway Superintendent--excused

- #87 Motion by McCall seconded by Dubay to accept the Food Pantry report for February 2020. Carried 5-0
- #88 Motion by McCall seconded by LaBar to accept the transfer station report for February 2020. Carried 5-0

Public Comment #2- none

Councilman comments:

Fish-none

LaBar-discussed the informational meeting held on herbicide usage in Minerva Lake.

Dubay-none

McCall- the Youth Commission winter ski program is over, end of year trip to West Mountain will be on Friday.

- #89 Motion by McCall seconded by Dubay to adjourn at 7:46 PM. Carried 5-0

Diana Mason
Town Clerk

March 5, 2020

Dear Steve and Town Board,
The Minerva Historical Society
is very grateful for the
\$3,500 donation which was
supplied to help with the
cost of printing of the 3rd
Minerva history book -
Minerva: 1986-2017.

Thank you, on behalf of the
Society

For our Town,
Jay Healy
Editor, History Book



Katherine E Smith

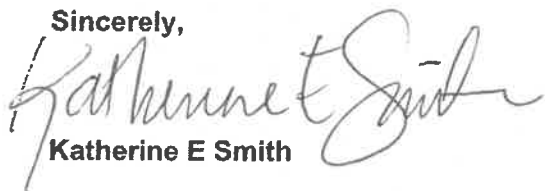
186 Morse Memorial Highway
Olmstedville, NY 12857
Phone: 518-251-2037
katyesmith518@gmail.com

March 6, 2020

**Town of Minerva
PO Box 37
5 Morse Memorial Highway
Minerva, NY 12851
March 6, 2020**

I am writing to express my interest in the operation of The Stand at Minerva Lake. I had the pleasure of running The Stand for several years and I have extensive food service experience. I am also familiar with the insurance and health department requirements. My hours of operation would be from 11:00 am – 8:00 pm rain or shine 7 days a week starting in June with reduced hours of 11:00 am-7:00 pm rain or shine on weekends starting in May and once again in late August. I am aware that the town would like operation to begin on May 15th to coincide with the campground opening-it is my understanding that Memorial Day weekend has been past practice, but I am open to changes. In addition, 7 days a week always began the week before graduation, which would be June 20th, but again I am willing to adjust as needed. I would once again offer hand dipped ice cream as I have in the past, along with plenty of sweet treats for the Youth Program. I have attached my old menu, and would be adding some new items as well. My goal is to provide good, consistent food and service at affordable prices, so that everyone can enjoy. If you have any questions or concerns please let me know. Thank you for your time and consideration.

Sincerely,



Katherine E Smith

**HAMBURGER
CHEESEBURGER
BACON CHEESEBURGER
HOT DOG
HOT DOG w/kraut
HOT DOG WITH MICHIGAN
GRILLED CHEESE
W/TOMATO
W/BACON
W/TOMATO AND BACON
BLT
PB AND J
PHILLY CHEESESTEAK
CHICKEN PHILLY
BBQ PORK W/SLAW
MOTTZ STICKS
ONION RINGS
FRENCH FRIES
CHICKEN TENDERS
CHICKEN PATTY
GRILLED CHICKEN
PORTOBELLO
VEGGIE WRAP
NACHOS
PRETZEL
MINI PIZZA
FRIED DOUGH
SODA
ICED TEA
WATER
GATORADE
LEMONADE**

TOWN OF MINERVA
SUPERVISOR'S REPORT

February 2020

3/12/2020

Cash Balances, Disbursements, and Interest Earned						
Fund	Bank Account	Prior Balance	Deposits	Disbursements	Balance	Interest Earned
General	200.01	\$277,000.34	\$746,012.59	\$938,936.59	\$84,076.34	
Highway	200.02	\$875,585.17	\$23,698.20	\$790,656.51	\$108,626.86	
Parks	200.05	\$130,541.39	\$0.00	\$108,329.99	\$22,211.40	
Fire Prot.	200.06	\$131,925.52	\$0.00	\$131,885.00	\$40.52	
Capital PP	200.07	\$16,605.73	\$19,669.57		\$36,275.30	
Water	200.08	\$46,541.15	\$0.00	\$20,783.11	\$25,758.04	
TH Capital	200.10	\$65,883.12			\$65,883.12	
Ice Rink/Pavilion	200.11	\$3,190.00		\$2,146.75	\$1,043.25	
ML Dam repair	200.13	\$5,837.16			\$5,837.16	
Justice Ct Cap	200.14	\$0.00			\$0.00	
Capital YP	200.16	\$5,928.11		\$5,900.00	\$28.11	
					\$0.00	
TOTAL		\$1,559,037.69	\$789,380.36	\$1,998,637.95	\$349,780.10	\$71.74
Fund		Prior Balance	Deposits	Disbursements	Balance	Interest Earned
Trust	200.99	\$34,699.61	\$ 57,352.74	\$ 54,615.47	\$37,436.88	
Pre Paid Ded	200.97	\$77,879.56	\$ 5.86	\$ 10,564.19	\$67,321.23	
TOTAL		\$112,579.17	\$ 57,358.60	\$ 65,179.66	\$104,758.11	

February 2020

TOWN OF MINERVA
SUPERVISOR'S REPORT

NY Class accounts

Cash Balances, Disbursements, and Interest Earned

Fund	Bank Account	Prior Balance	Contributions	Interest Earned	Withdrawals	Balance
General	201.01	\$568,031.97	\$860,800.00	\$1,074.69		\$1,429,906.66
Highway	201.02	\$239,171.22	\$700,000.00	\$654.35		\$939,825.57
Parks	201.05	\$92,797.35	\$100,000.00	\$190.36		\$192,987.71
Fire Prot.	201.06	\$7,377.20	\$131,885.00	\$54.80	\$68,185.00	\$71,132.00
						\$0.00
Water	201.08	\$46,188.49	\$20,000.00	\$70.62		\$66,188.49
Justice CT Ca	201.14					
Capital YP	201.16	\$16,315.49	\$5,900.00	\$24.00		\$22,239.49
TOTAL		\$969,881.72	\$1,818,585.00	\$2,068.82	\$68,185.00	\$2,722,350.54

Totals



WEBSITE DESIGN & DEVELOPMENT

3/2/20

Prepared for: Stephen McNally

.....
TOWN OF MINERVA
.....

1.0 Overview

The Town of Minerva has requested a proposal for a newly designed website that will be easy to update and manage. After reviewing the current website and other town websites (ie: Town of Horicon) MadAddie Marketing has outlined the scope of work along with additional recommendations.

2.0 About MadAddie

MadAddie is a full-service marketing agency located in the Capital Region. We provide a broad range of marketing services such as Research Analysis, SWOT Analysis, Web Design, Web Optimization, Marketing Plans, Branding, Social Media Campaigns, Printed Marketing Material, and On-Line Advertising. Our discipline is in showing our customers their return on investment (ROI), pinpointing where their marketing efforts are working and giving them the biggest bang for their buck.

Our primary role is to create a detailed roadmap for the planning and implementation of all digital marketing activities that will help our clients gain market share, increase sales, and lower marketing costs. We are not like other marketing companies in our area because we provide innovative solutions to the current problems. We differentiate through products, which are unique, intelligent and creative. We are aware of what it takes to build unique designs. We work side by side with the customers, using the technology, to create the service that will bring them closer to us.

Women-Owned Business

MadAddie's is a Minority and Women Owned Enterprise (MWBE) State of New York and is proud to be a business that empowers women in the digital marketing industry.

3.0 Scope & Costs

Website Design & Development

MadAddie will design a new *responsive* website for the Town of Minerva, meaning that the design will display appropriately upon any device and web browser. The look and feel will represent the towns amazing history, community services and benefits. The site will be developed on an easy-to-use content management allowing the Town of Minerva to quickly and efficiently update and add to the website. The site's structure will include (but not limited to) the following sections:

- ABOUT
 - History
 - Officials
 - Affidavit
 - Adopted Budget
 - News - Blog (latest news on homepage)
 - Gallery
 - Meetings (event calendar and agendas/minutes)
- Departments
 - Local Government
 - Town Clerk
 - Tax Collection
 - Zoning and Planning
 - Assessor's Office
 - Town Court
 - Highway Department
 - Transfer & Recycling
 - Dog Control
- Community/Services
 - Library
 - Schools
 - Food Pantry
 - Fire & Rescue
 - Volunteer
 - Job Openings

518.857.3359 | WWW.MADADDIE.COM

PG 3

- Traffic Watch
- Waterfronts
- Notary Public
- Parks & Recreation
 - New Camp Ground with Map of up-to-date of open sites
- County Fair
- Visitors Center
- Event Calendar (upcoming events on homepage)
- Events
 - Town Board Meetings
 - Community Events
 - Planning Board Meetings
- Resources
 - Links (Essex County, NYS, NYS DEC, NYS APA)
 - Forms (Employment, User Agreement)
 - Local Business Directory
 - Meeting Minutes
- Contact Us
 - Directory
 - Social Connection
 - Google Map
 - Sign up to receive News (Anchor conversion)

WEBSITE TIME & COST

3 Weeks = \$5,500- \$5,800

4.0 Additional Recommendations

Logo

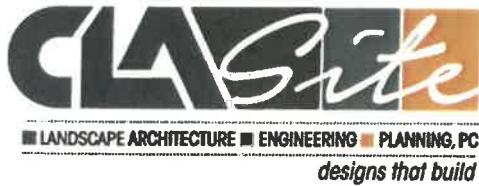
A brand is a perception and it is what people think about a community and town. Your logo/seal is a visual tool which quickly conveys to people what makes your community, town, government different. Madaddie will define

a color palette and deliver a few logo choices to choose and refine with the Town of Minerva. We will deliver a final logo design in all digital and printable formats for use on various mediums.

10-15 = \$500- \$750

5.0 Sample Work

BRAND IDENTITY



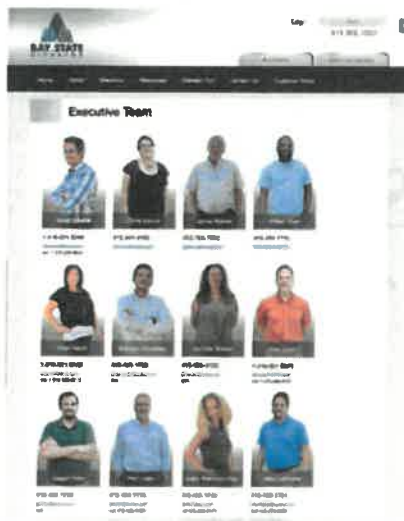
518.857.3359 | WWW.MADADDIE.COM

PG 5

WEBSITE DESIGN

Bay State Elevator Homepage | Subpages

www.BayStateElevator.us

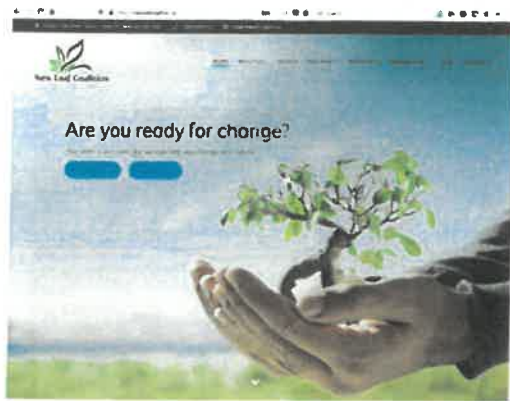


518.857.3359 | WWW.MADADDIE.COM

PG 6

New Leaf Coalition Homepage | Subpages

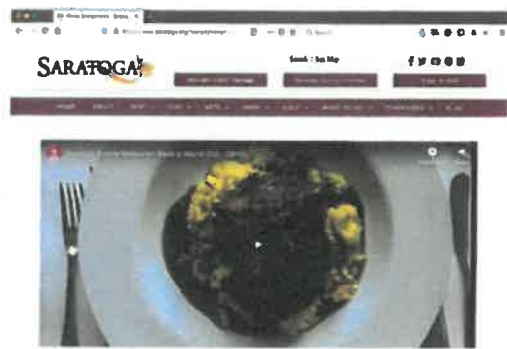
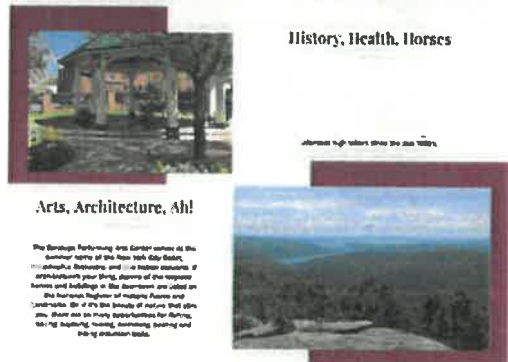
https://newleafcoalition.us



518.857.3359 | WWW.MADADDIE.COM

Saratoga Tourism Homepage | Subpages

https://www.saratoga.org/tourism



518.857.3359 | WWW.MADADDIE.COM

6.0 Agreement

Work Contract Agreement

The following agreement is between MadAddie Marketing and Town of Minerva ("Client") who has contracted with MadAddie Marketing to provide services contained within the Phase I scope of this proposal. The terms of this agreement are as follows:

TERMS & CONDITIONS

- This estimate is valid for 30 days and is subject to revision pending changes or additions to work originally outlined in the scope of work.
- This estimate does not include travel time and costs.
- These high hours estimated are capped. Any additional time to provide the services will be billed beyond these hours/costs.
- Fee and cost overages due to client changes or scope of work adjustments will be billed incrementally, yet first approved by client.
- The first invoice for 50% of the job will be generated upon approval of estimated items, and will be due upon receipt. Work will begin upon receipt of the first payment unless otherwise negotiated.
- Payments made after 30 days will incur a weekly fee of 1.5% of the remaining balance.
- The undersigned client and MadAddie Marketing have read and agree to the terms of this cost proposal and estimate.

By: _____ MadAddie Marketing

By: _____ Town of Minerva

Date: _____

TOWN CLERK'S MONTHLY REPORT

TOWN OF MINERVA, NEW YORK
TO THE SUPERVISOR:

DATE: February, 2020

Pursuant to Section 27, Subd. 1, of the Town Law, I hereby make the following statement of all fees and moneys received by me in connection with my office, during the month above stated, excepting only such fees and moneys in application and payment of which are otherwise provided for by law:

0	Conservation Licenses - DECALS		Commission	\$ 1.38
	Marriage Licenses No. _____ to _____		⊙	_____
	Marriage Certificates		⊙	_____
	Marriage Transcripts		⊙	_____
	Registrar Fees		⊙	_____
	Migratory Bird Stamps		⊙	_____
<hr/>				
A 1255	TOTAL TOWN CLERK FEES		\$	_____
A 1010 - 1090	REAL PROPERTY TAXES \$ _____	INTEREST and PENALTIES \$ _____		
A 2001	PARK and RECREATION CHARGES			_____
A 2110	ZONING FEES \$ _____	A 2115 PLANNING FEES \$ _____		
A 2530	GAMES OF CHANCE TOWN SHARE.....LICENSE \$ _____	FEE \$ _____	TOTAL	_____
A 2540	BINGO TOWN SHARE.....LICENSE \$ _____	FEE \$ _____	TOTAL	_____
A 2544	<u>4</u> DOG LICENSE - SPAYED AND NEUTERED @ <u>4-</u>			<u>16.00</u>
	DOG LICENSE - UNSPAYED AND UNNEUTERED			_____
	PUREBRED LICENSE			_____
A 2545	OTHER LICENSES			_____
A 2555	BUILDING PERMITS			_____
A 2590	OTHER PERMITS			_____
A 2655	MINOR SALES			_____
A 2770	OTHER UNCLASSIFIED REVENUES			_____
				<u>24,639.47</u>
<u>Water 2/23 6387.40</u>				
<u>2/29 18,252.00</u>				
TOTAL TOWN REVENUES TO SUPERVISOR.....				<u>CR# 1102970</u> \$ <u>24,656.78</u>
Amount paid to NEW YORK STATE COMPTROLLER for Games of Chance Licenses				_____
Amount paid to NEW YORK STATE COMPTROLLER for State Share of Bingo Licenses				_____
Amount paid to NEW YORK STATE D.E.C. for Conservation Licenses - DECALS				<u>23.62</u>
Amount paid to COUNTY TREASURER for Dog Licenses				_____
Amount paid to NEW YORK STATE HEALTH DEPARTMENT for Marriage Licenses				_____
Amount paid to NEW YORK STATE AGRICULTURE & MARKETS for Unspayed/Unneutered Dogs <u>CR# 11689</u>				<u>4.00</u>
Amount paid to NEW YORK STATE for Sales Tax on Sale of Dogs				_____

*Received Payment of these amounts:

TOTAL DISBURSED..... \$ 24,684.41

20

Supervisor

STATE OF NEW YORK, COUNTY OF Essex, TOWN OF Minerva

Dana mason

of the Town of Minerva, being duly sworn, says that I am the Clerk that the foregoing is a full and true statement of all Fees and Moneys received by me during the month above stated, excepting only such Fees the application and payment of which are otherwise provided for by law.

Nancy O'Brien
NOTARY PUBLIC, STATE OF NEW YORK
Qualified in Essex County
Reg. No. 010B4968733
Commission Expires 10-4-2022

Subscribed and Sworn to before me this

10 day of March 2020

Diana Mason

Town Clerk

[Signature]

Notary Public

PREPARE IN DUPLICATE, REMIT ORIGINAL TO SUPERVISOR AND RETAIN COPY FOR CLERK'S RECORD.