VILLAGE OF GREENPORT  
COUNTY OF SUFFOLK  STATE OF NEW YORK

BOARD OF TRUSTEES
SPECIAL MEETING

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(The meeting was called to order at 7:06 p.m.)

MAYOR HUBBARD: I just want to welcome everybody. I see we've got 22 people on the call, which is -- which is a good turnout, that's excellent.

What I'd like to do is Lucia is doing the transcript for us as a Village meeting, so I'm going to just announce my name. If everybody could announce your name, and then before you go to speak, if you could just, you know, say your name, so we can get the transcript proper for this, because that's part of what we have to do for the Open Meeting Law. So I'm George Hubbard, the Mayor. And if everybody else could just announce who you are, and Lucia will try to keep track of all this. So let's get started.

TRUSTEE PHILLIPS: Mayor, do you want to start with the Trustees?

MAYOR HUBBARD: Sure, yeah, start with the Board, and then everybody else who's on.

TRUSTEE PHILLIPS: Okay. I'm Mary Bess Phillips, Village Trustee.

TRUSTEE CLARKE: Peter Clarke, Village Trustee.

TRUSTEE ROBINS: Julia Robins, Village Trustee.
1 Trustee.
2  MS. DERR:  Sonja Reinholt Derr.
3  MS. SCHNEPEL:  Is that me?  Ellen Schnepel.
4  MR. NULAND:  Tony Nuland.
5  MS. HAMMES:  Tricia Hammes.
6  MS. SPAR:  Sonia Spar.
7  MAYOR HUBBARD:  I see Leueen joined us.
8  MS. MILLER:  Hi, Mayor Hubbard.  How are you?
9  MAYOR HUBBARD:  Very good.  How are you?
10  MS. MILLER:  Fine, thank you.
11  MAYOR HUBBARD:  There's Trustee Martilotta.
12  TRUSTEE CLARKE:  Trustee Martilotta.
13  TRUSTEE ROBINS:  Evening, Jack.
14  TRUSTEE PHILLIPS:  Evening, Jack.
15  MAYOR HUBBARD:  Okay.  We can get started.
16 I just wanted to welcome everybody here, you know, for the Zoom call.  We're going to go for some information.  Sonja, if you want to go and announce what we're -- we're getting a presentation on signs and issues with the Village.  So, Sonja, if you want to start and explain what the whole conversation is going to be about, what the demo is going to be for, take over and show exactly what you got.
MS. DERR: All right. Thank you, Mayor Hubbard.

TRUSTEE ROBINS: Can you remind people to mute their microphones when they're not speaking, please, Sonja?

MS. DERR: I can mute everybody, or on your own, either way.

Again, thank you, Mayor Hubbard and the Board, for being here tonight on this gorgeous evening. We, four of us, four women, residents of Greenport, mothers with kids in school, got together and started talking a few weeks ago --

MS. BRAATEN: I'm sorry, could you hold one second? Someone is playing music in the background and I can't hear.

MS. MILLER: Okay. That's me. I'm moving to another room.

MS. BRAATEN: Thank you.

MS. DERR: Can you hear?

MS. BRENNAN: Yes.

MS. DERR: So, yes, the four of us got together a few weeks ago and were just wondering if there's anything we could do to help, because we all have various skill sets and really love our community. And as you all here, just started
going through this time and wondering, you know, what, what can we all do to help out and figure out a way to -- you know, to get to next steps.

So the four of us are Margot Perman, who is co-owner of RDA Design, and Margot is going to be doing most of the presentation tonight. RDA Design is a design and branding firm that's international. As well here is Cynthia Brennan, who is also a designer, and who's been helping out with a lot of messaging. And Sonia Spar is also on, and is Chairperson of the Anti-Bias Task Force, and is also involved in a lot of community efforts, especially with the school.

My name is Sonja Reinholt Derr, and I work with the Suffolk Times, and are a local resident. We're all residents and love our community.

So this presentation is only meant to be of help. Seeing that we will be reopening soon, actually, and the need for unity between residents and visitors is something I feel like everybody is kind of talking about, and it's something that it's hard to figure out how to get there.

So we felt that maybe a very strong campaign with excellent signage, and messaging,
and visuals would be something that the Village could really get together and back, and be unified in this. And this is more than just a sign, it's something that really brings everybody together. It should be the businesses, the residents, the visitors that come here. They should understand our need for safety going forward and how we want to welcome people, but we also want to be safe and protect our residents.

And so this is a campaign that was put together. I was really a facilitator to get it in front of you. Very talented three women here put this together. And all we want you to know is we're here to help, and this is something that we're offering as a service. And if it's something that you are interested in, we can talk more about it and go from there.

I'm going to pass it on to Margot, who is going to discuss herself a little bit, and share her screen so you can see the presentation.

MS. PERMAN: First of all, thank you for inviting me tonight. Whatever happens or whatever comes out of this, we're just happy to have had the time to think through and get some ideas going about how to support you in opening...
the Village. As we all know, we're just weeks, 
maybe days away from getting flooded with more 
visitors, and seeing really how we go about our 
lives safely here. 

So without further ado, I'll share my 
screen and I'll show you what we've put together 
so far. And this is all kind of preliminary, the 
ideas out there, but it's something that if 
you're interested (video malfunction). 

MS. DERR: Can you hear Margot? 
TRUSTEE ROBINS: No. 
MS. DERR: You can't hear Margot? 
TRUSTEE ROBINS: No. 
TRUSTEE PHILLIPS: No, she's frozen. 
MS. DERR: Okay. She'll probably come back 
in a minute. 
MAYOR HUBBARD: Technology is great when it 
works. 
MS. DERR: I know. 
(Laughter) 
MS. DERR: Anyways, until Margot gets back, 
Cynthia, would you like to say a couple of words 
about, you know, what you have visions for with 
this? I mean, I think you and Margot have been 
working really closely on it, and I think that
you're both unified in the vision. You're muted.

MS. BRENNAN: Sorry.

MS. BRAATEN: And please state your last --

MS. BRENNAN: Sorry.

MS. BRAATEN: Could you spell your last name?

MS. BRENNAN: Brennan, B-R-E-N-N-A-N,

Cynthia. And I think, as -- so what Margot just said and Sonja, it's like we really were -- approached this from the what-can-we-do as residents and fellow citizens here, and, you know, as everything has unfolded so quickly, and it changes all the time. You know, I think we really appreciate all that you do as the Village Board, and can only imagine how difficult it must be keeping up with new guidelines, changeable situations, and then now trying to understand what happens next with reopening and summertime.

And this idea of communication messaging I think really came out of just, you know, sort of understanding of like how to unify everybody, is like the clarity of everybody hearing the same thing. And so that was just -- and I think, also, that, you know, our -- the four of us, sort of our shared experiences and backgrounds of
how -- what we could bring to this. So it's an offer to help and to aid as best as we could. And, certainly, Margot is a expert in the field of public communication, and she's done this in various cities and towns and municipalities. So I think it's, you know, a gift that she happens to live in Greenport as well, and has offered to bring the talents to this effort.

MS. DERR: Her connection went down, so she's trying desperately to get back in. Sorry, everyone. I guess it happens. She is the one that needs to present, because she created it.

MS. PERMAN: All right.

MS. DERR: You're back?

MS. PERMAN: Yes. My apologies. Whoa, that was good timing.

(Laughter)

MS. PERMAN: Sorry. Okay. All right. So let's get back into this. So I was just about to share my screen with you, and let's hope this doesn't happen again. And I get -- I get a message that says the host disabled screen sharing.

MS. DERR: Oh.
MS. PERMAN: Does anyone know how to --
MS. DERR: That's me, I'm the host,
hold on.
TRUSTEE PHILLIPS: Yeah.
MS. DERR: Sorry, guys, I didn't -- didn't
do that, but I don't know why it's --
MS. PERMAN: Should I try again?
MS. DERR: You can try again, but I just
don't -- I don't know if I have control over it
at this point.
MS. PERMAN: So share screen. Let me try
that again.
MS. DERR: Try it now
MS. PERMAN: I think it's working. Okay.
MS. DERR: Okay, great.
MS. PERMAN: Okay. Are we seeing something?
MS. DERR: Yes.
MAYOR HUBBARD: Yes.
MS. DERR: Yes.
MS. PERMAN: Okay. So, excuse me, I'll
have to like kind of get back into this, but --
so the first thing we thought about as we started
looking at this is, obviously, there's a need for
clear information that's uniformly communicated
in public spaces in the Village, and that really
relies on consistency, telling the same message over and over, direct reminders of how public safety can play a role in our opening the Village safely, in a safe manner.

So we looked first at best practices. We looked at how other countries are doing this, we looked at how other towns and cities are doing it, and we found from the research that people want to feel safe when they're in town. They don't want to be scared, they want to feel safe. But, at the same time, they need to know that they have to follow those rules. They have to follow our Village rules and they have to be part of us. They have to come on board with the way we've -- you know, the Village laws that you've put out there. So one way to kind of get this consistent messaging is to use a distinctive color, so everyone knows when they say that color that that's the message.

Is everyone following okay? Is this --

TRUSTEE PHILLIPS: Yes, it's fine.

MS. PERMAN: Good. Okay. What we started to look at is what would this program look like. And I wanted to remind everyone that this is a temporary communication measure. If it works, we
won't need to use it, and that's the goal of it. This is not a major decision of how to change the Village policies, or how to change the, you know, rules in the Village, it's a way to communicate. So it's -- if you think of it that way, it's not a huge, huge undertaking.

So we identified four focal points for the campaign in the beginning, and the first is social distancing, of course. And along with social distancing is bottleneck distancing, and you're going to see a lot of that. If you haven't already, it's people figuring out how to get around each other. We've gotten fairly good at lining up six feet apart, but there's still a problem with how do we negotiate when we have to pass each other in passageways.

There's limit social gathering. And the official rule is 10 people, but, frankly, we probably don't want to see 10 people, we want to see as few as possible gathering, so it's a way to limit that. And, of course, masks and face coverings, which are mandated, they're required, and there's no reason everyone shouldn't be using them.

And, again, this is something for you to
consider. I'm sure you'll have feedback of what's most important to the Village, but these were just sort of from our perspective what made sense.

The applications could be posters, banners, dedicated symbols, because we've got a lot of non-English-speakers here, and very importantly, bilingual messaging. And we've got Sonia Spar, who does, you know, the most expert job that we could have of translating.

We talked about key locations. Again, we'd really look to you to talk about what your priorities are and what's most -- where the critical points are. To us, the critical points are really the entries in town, transit hubs. I'm sure you've thought about how Mitchell Park will be reused or will be used when this opens up. I assume it's got to be a little bit different. But, anyway, your good, you know, practices will inform us if we were to do a campaign.

So let's go to the first image. The first image is -- and let me reduce this -- is all four of those practices. Can you see the whole image here, or is it getting cut off?
TRUSTEE ROBINS: It's cut off in the top
and the bottom a little bit.
MS. PERMAN: Okay. All right. Let me get
this reduced, then. Okay, there. Is that
working? Can you see the --
TRUSTEE PHILLIPS: I mean, yeah, that's
good.
TRUSTEE CLARKE: Perfect.
MAYOR HUBBARD: That's good.
MS. PERMAN: I've got two screens here, so
I'm not sure.

So the first image is the color image,
which tells about these four different
priorities. Now this might change. It may be
that you got one of them or two of them get
solved and you're down to two priorities a couple
of months from now. This is changeable. This
is -- it's a modular system. You can have one of
these, you can have four of them, but these are
the four key ones we identified. And we use
language about welcoming people to the Village,
inviting them to participate with us in safe
practices.

And I've done a lot of work with the UN and
with agencies where we talk about safe practices
and how to communicate them, and using a friendly language, a friendly but firm language is really the best way to do it. And we've got this image translated into Spanish. Thank you, Sonia, for doing that. And it works beautifully in Spanish as well, and uses a more friendly language as well.

We'll go on to how does this -- in practical application, how would this work? Well, we talk about sidewalk decals, that can be a way. I'm sure you've thought about traffic flows. I don't know what you're planning to do with that, but right now the sidewalks are 5 feet wide, I think, and passing each other is a problem. So what do we ask people to do? Step aside and wait for someone to pass you, that's one way of doing it. And then on -- it's a little hard to see what this says, but you can see the core poster is posted throughout town, and that could be quite large.

If you take individual issues, we've taken all four of these and broken them down into single posters. It may be that you have a shop that -- where really people are not following the face mask rule and you're really worried about
it, and you might want to really reinforce that face mask rule.

One of the things we do are we have this "Greenport Safe, Greenport Strong" emblem. It's a real simple message, but that gets repeated throughout. And I think it's a way that incorporates both our -- that we are a safe village, and that we're strong, and that we really mean business about the safe practices.

I'll go on to the next. Also, in Spanish, again, you can see how easily -- with good translation, it easily transitions.

Stay six feet apart, the message we all know, but can't be repeated enough, probably. And these are large. They use large graphics. Vision impaired people can read them easily. They use high contrast, so it's accessible to everyone. Accessibility is the key.

This is the "Step Aside and Wait" sign. I would love to see that everywhere, stairways, entrances to piers, docks, anywhere you'd have to squeeze by. And here's an example in practice of combining these things. Now, you know, again, it's modular. You could use as much of it or as little of it as you want. You can combine
messages.

These messages on the ground are -- it can actually be kind of fun messages. They can -- there can be little plays with images. And I think people get -- will get used to it and start to absorb these lessons.

We talked about banners at the entrance of town and the -- all of the points of access to town. That would be something that could be hung overhead.

This is what we call our tool kit. So we would make, and we've started to kind of design these pieces, a tool kit that could be used interchangeably. We've even got a fish six-feet-apart icon that could go on the fishing docks. It could be fun, you know, a way to remind people not to stand, you know, two feet apart, but six feet. So there are many ways and many tools in this tool kit that could advise people how to -- how to practice. And they could be taken on by different businesses, they could take it -- I'll go back to that, taken on by the Village, and as things develop, they could be enhanced.

So we looked at next steps, what would it
take to actually do this, and it relies on community participation. We felt that for businesses, it would be voluntary. They could choose to adopt it, they could choose not to. It's really -- it's meant to be on a voluntary bases, and to gain momentum, that people would take ownership of it and make it -- make it their own.

We'd have to identify timelines, locations, budget with your help, that would involve you. We'd want to survey, do a brief survey to understand your concerns and how best to deploy the plans. You've got a lot -- much more experience in making things happen in the Village than we do.

We'd want to connect with possible partners for outreach, and talk about the consistency of message with future developments, what would we expect down the road in September. And, again, this ties into the school, it's about getting the school open safely.

We actually talked to the Greenport TV group about doing some community service messaging, that the kids would enact this and film it, enact safe practices. So we got a lot
of ideas for how you could get people involved in this.

So Phase I would be the basic, what we've shown you, public communication for safety behavior reminders, and it's geared at all residents and it's geared at visitors, both. The Phase II, if it seems to be effective, would be a toolkit of resources to be expanded upon. So it can be phased in quickly with the first part, and it would take more time with the second part.

And so, you know, again, with your feedback, and your experience, and your needs, and the plans that you've already talked about, we'd be happy to help out. And that's it.

MS. DERR: Anyone have any questions?

(No Response)

MS. DERR: Any feedback? You like it?

(Laughter)

MAYOR HUBBARD: Any questions, comments from anybody?

TRUSTEE CLARKE: Our screens aren't back to normal, so that's why I think everyone's quiet.

MAYOR HUBBARD: Okay.

MS. DERR: Oh, Margot, can you turn off the screen share?
MS. PERMAN: Yeah. What am I turning off?

Sorry.

MS. DERR: The screen share.


TRUSTEE CLARKE: There we go.

MS. DERR: Okay.

MAYOR HUBBARD: Okay. Now any questions or comments from anybody?

TRUSTEE PHILLIPS: Sonja, will you send that all to us in an email so we can digest it? Is it available in a PDF?

MS. DERR: Margot, are you --

MS. PERMAN: Yes. I think we could share it, yeah.

TRUSTEE PHILLIPS: To the Board. I think it's -- it has a -- you know, it has a lot to digest and a lot of ideas, and I think it would be helpful if the Trustees could kind of take a look at it throughout the -- you know, where they can sit and think about it.

MS. DERR: Sounds good.

MS. BRENNAN: This is to the Board. I think that one thing we might accompany with the
presentation would be a -- we had kind of
developed a survey, and, essentially, you know,
we came up with these ideas in, you know,
obviously, our own interpretations of everything,
but I think that they are examples that is our
best understanding. But it would really be
helpful to understand more what your main
concerns are, and issues, and locations, and all
of it. So, you know, maybe that would also be a
way to get your feedback, because this is -- this
is designed to presentation level, and, you know,
obviously, implementation would be the next
steps.

MR. NULAND: I do have a question. This is
Tony Nuland. Ought this not to be integrated to
what other thing -- with whatever else the
Village is planning to do? For example, is there
some thought about closing Front Street and
Main Street during the crowded weekends, or
something of the sort? So there's actually room
for people to maneuver, and you keep the vehicles
out of the middle of downtown, in which case your
signage would be different and would be used
differently, I think.

MS. PERMAN: Sure. And just to answer to
that, we would dovetail with whatever you're
doing. We're certainly not making suggestions to
you of how you should handle traffic patterns.
So I think those -- as you make those decisions,
we would cooperate with you in the most
appropriate way.

TRUSTEE ROBINS: Margot, this is Trustee
Robins. I had the opportunity to see the
presentation this morning as well on the BID
conference, and I think the messaging actually is
quite clear. And I think that what you've come
up with so far would be usable, regardless of
what's going on with the streets.

I think, you know, unified fair messaging
is a good idea. And, you know, I think that
the -- I agree. Mary Bess, if you could -- Mary
Bess' suggestion that you get us a PDF and
have a -- give us the opportunity to look it
over. We will be having a conference call
tomorrow amongst the Board Members, so I would
like to have the opportunity to see it one more
time and make my comments ready for the Board
Members. But thank you very much for the
presentation.

MS. PERMAN: Thank you.
TRUSTEE ROBINS: And the thought.
MS. PERMAN: Appreciate it.
TRUSTEE PHILLIPS: Margot, this is Trustee Phillips again. I think that your suggestion of survey questions would be excellent. It would give us an immediate response to what you've put together, but also give us a thought pattern for some of the other things that may be coming up in the next couple of weeks for discussion to the Board.

There's -- everything is premature at the moment, but I do agree, and I think -- I'm answering for myself, is that messaging is an important thing, and I think that's something that is a first step that we need to get out. That's why, you know, if you give the PDF and the survey to all of us, it would be a great help for us to sit down and discuss. Mayor, do -- Peter?

TRUSTEE CLARKE: Someone has a T.V. on in the background. I'm trying to wait to figure out who that is so they can mute it. Sonja, can you see who that is and mute them for themselves?

MS. DERR: Sure.

MS. SPAR: Sonja, I also think that Trustee Martilotta wants to be unmuted.
MS. DERR: I didn't mute everybody. I think everybody was muted, so I never -- I never muted everybody, but I can unmute people.

TRUSTEE MARTILOTTA: No, I got it now. I just -- I wanted to say -- my daughter was trying to sneak in, and so I was pushing her away. But I wanted to say, you know, thank you very much. You guys obviously put a lot of thought into it, and I think it looks excellent. We've had conversations about -- obviously, about what is it going to look like when we do reopen. And that would be -- that was really super helpful and I really do appreciate it.

TRUSTEE CLARKE: I think, also, that from my opinion, that the graphics, the coloration, the background and the development of a strong logo, if you will --

(Background Noise)

MR. NULAND: I'm not sure.

MS. SPAR: I think it's R K-O-S-S, the sound it comes from.

TRUSTEE CLARKE: Can you mute those people, please?

MS. SPAR: It's R K-O-S-S.

MS. DERR: It's muted.
TRUSTEE CLARKE: Thank you. So I just wanted to -- did everyone hear what I said, so I don't have to repeat myself?

MS. BRENNAN: Yes.

TRUSTEE CLARKE: Okay, great. I think that it's a step in the right direction for additional and improved communication that we can use to cut through and use for the duration of the pandemic, and evolve as it goes as things change, as rules and situations change. But right off the bat, the coloration and the graphics create a faster read and a faster impact than what we have so far, not that there's anything wrong with what we had. We needed it quickly. We needed to do it before we had time to engage in this meeting. And I'm proud that we jumped on it and got communication out, and revised it already once. But I think this would be an additional step towards more effective communication.

We could adopt the graphics and the tool kit for our website. We could invite other members of the community to use it. We could ask the BID to perhaps make it mandatory that the businesses use it through an Executive Order of some sort. We could ask for our media partners
to get the message out locally, so that visitors
and residents alike in all our communities are
aware of the message, and recognize it from
publications and social media before they're even
in the Village, so that it sort of warms everyone
up to understand what we're trying to do.

It also addresses some critical
navigational concepts such as five-foot
sidewalks, and step -- the concept of stepping
aside, which I have -- now that people are out, I
have noticed is the most challenging. We've
figured out how to avoid getting within six feet
or two meters of each other, but we don't know
what to do when people come towards us, and how
to accommodate them and graciously step aside and
wait. And so that is a very important
introduction to our vocabulary.

So I'm extremely thankful for the group,
and, Margot, for you, for your leadership, and
the designs, Cynthia, and Sonia, for your
involvement, and, Sonja, for your facilitation, I
appreciate it.

MS. DERR: Thank you.

TRUSTEE MARTILOTTA: And if I may, Trustee
Clarke, just to that point. I think you said,
like really important, it's the way it's messaged and the way it all fits well together. I think that, you know, that's something we had discussed, but we struggled with as a Board.

I know I personally have no experience with anything like this, but to see it all kind of laid all together, I thought -- I really liked that, and I thought that was something very excellent. Good job, it was awesome.

(Laughter)

TRUSTEE PHILLIPS: Trustee Phillips again. I do believe that one of the goals that we need to look at is the short term, which is being suggested with the messaging, but also the long term. This is -- the messaging is going to need to go long beyond July and August, it's probably going to have to continue on until December. So I think that having a process of this, of thinking about it, talking about it with some short-term and long-term thoughts should be one of the things that we, as a Board, should be discussing with you after we get a little more time to digest it.

I -- as I said, Sonja, I'm very happy that this moved forward, and I really appreciate all
the work that went into it with these three
ladies, or four ladies, maybe. You've been very
busy. And I think it's a great community effort
to come back and communicate with the Board, as
well as with the community, so thank you.

MS. DERR: Thank you for your time.

TRUSTEE ROBINS: Trustee Robins. I just
wanted to also comment. A couple of weeks ago,
Sonia Spar and I were kind of struggling with
some signage and getting the message out in
Spanish, and maybe this is the evolution of that
process. But I as well am impressed that the
four of you got together and recognized the need,
and have brought us -- brought it to us now for
our consideration, because, you know, we're not
in the PR business either. You know, we're
running the Village and we have a lot of things
to worry about. But for me, my job one is the
health and safety of the residents of this
Village.

So I think this is a really good start,
and, hopefully, we will be able to begin a
collaboration with you. So thank you again.

MS. DERR: Thank you. We actually lost --
Sonja Reinholt Derr. Sorry, I keep forgetting to
say my name. We actually lost Margot again, but
I will tell her all the kind things that you guys
just said.

MS. BRENNAN: And sorry, if I may, thank
you all so much for the opportunity to present
and, you know, the feedback. And I think that
viewing this as a real opportunity for the
Village to kind of coalesce around this notion
and reopening, and acknowledging that every
village, town, city, municipality is dealing with
the same thing. So it really shouldn't be viewed
as what hasn't happened yet, but, really, like
what can happen, and how to work together
creatively, addressing all the specific needs of
this particular community. I think that's really
the best interesting way to approach. And thank
you again.

MS. SPAR: This is Sonia Spar. I'm
following on what the Trustees mentioned. This
is a continuation of the effort that you have
devoted to within the past few weeks. So it is
reinforcing that message. It is bringing one
message to the entire community that we are all
together on this, working, and that we are all
part of it. That's why, you know, part of the
messaging is bringing us together. It's understanding that we need to take care of each other, and that the message needs to bring responsibility for each other as an invitation, as join us, as this is us, you know, be part of this.

So Margot, you know, and Cynthia, and Sonja, it's -- you know, we all come from different backgrounds, but we were able to bring that to make sure that whoever is reading that signage, you know, it's feeling part of it, and will be, you know, encouraged to do that.

MAYOR HUBBARD: Okay. Do we have any other comments or anything?

MS. PERMAN: I wanted to add one more thing.

MAYOR HUBBARD: Sure.

MS. PERMAN: It does, the program -- it should be noted that the program doesn't replace the very important set of by-laws and regulations that you've posted, and that -- it does not replace that in any way. But what it does is it sends a more user-friendly, clear message to people and repeats it. So I think that these two things can coexist. I think they're very
different things, but I think that the laws have
to be there, the rules have to be there, for
sure. But this is -- as Sonia said, it's more of
an invitation to participate.

MAYOR HUBBARD: Very good point.

MR. NULAND: I think it's beautifully done.

MS. BRENNAN: Yeah. And I would follow up
on one more sort of practical notion from a
timeline perspective, and this would be something
within the survey and for you all to consider
support from production time, and approvals, and
refining the message. I would say that
there's -- time is of the essence. So if there
is any feedback from you as to how -- you know,
what kind of guidelines and deadlines you might
have, that would be helpful for us, also, from
understanding production and finalizing design
for Margot, not to put any pressure on.

(Laughter)

TRUSTEE CLARKE: I have one other question,
Mr. Mayor, and it's something I thought of. I,
too, had the pleasure to see this earlier today
quickly on the BID meeting. And I was wondering,
because of the amount of pavement we have and the
amount of asphalt that is within the Village,
could there be some sort of a decal system made
that our Village staff could deploy with
short-term paint that could be deployed, rather
than everything being vinyl and printed? Would
there be any cost savings in developing a few
templates that could be sprayed either on
concrete or asphalt repeatedly to avoid the
recurring expense of producing a material?
We don't have to answer that, it's just a
question out there as part of the tool kit if
that could be a product, because I know there's a
lot of ground to cover and --

    MS. PERMAN: Good point, it's a very good
point.

    TRUSTEE CLARKE: Literally and
figuratively. And I know that there's some fine
layouts in the graphics, but maybe there's a few
bolder executions for the ground that could be
done with two colors, or a single color, or a
couple of overlays, sort of like silkscreening
templates. That's the only thing I can think of.

    MS. BRENNAN: So, Peter, I could answer
some of that for you. There is a fair amount of
ready-made, whether it's stencil kits that, as
you said, could be sprayed on by Village employee
staff. There's also some vinyl pieces that are already conveniently in the same yellow color. So there are opportunities for incorporating ready-made things, but I would also encourage that those kinds of things get worked into an overall consistency of communication. But, certainly, from a time perspective, there are things that could be done more quickly than custom printing.

TRUSTEE CLARKE: Okay, great. Thank you so much, I appreciate that.

ADMINISTRATOR PALLAS: Mr. Mayor, may I ask a question?

MAYOR HUBBARD: Sure.

ADMINISTRATOR PALLAS: This is Paul Pallas, Village Administrator.

I just have a simple question. Some of the material that you're proposing --

(Background Audio Noise)

ADMINISTRATOR PALLAS: All right. With some of the materials, do we have any idea of the price for any of this material, so the Board can make more of an informed decision of the posters, the stencils, all of these things that you've been discussing? I think to decide in a vacuum
without knowing a cost is difficult at best.

MS. PERMAN: Absolutely. So, yes, we've done some preliminary pricing. I was hoping that one of our local printers might be able to take on the posters, I would love to do that locally, and that is -- really depends on volume.

Obviously, the price goes down depending on how many you do. If we could get in this survey, if you're interested, if we could get a set of -- an idea of quantity of what -- how many you think you'd need. I mean, we can guess as it, but -- and we have some preliminary pricing on the sidewalk graphics and the signs themselves. So we could put -- we can put that together for you, sure.

MAYOR HUBBARD: Okay. I think that would be helpful. And I think what Trustee Clarke was talking about, with like the stencil we use for handicapped parking, that we have the stencil there. We use the blue paint, we lay that down on the ground and we paint that. So a stencil that's similar to that, same as we use for "No Parking" or "Bus Stop", you know, those kind of things that you could lay it on the ground, you could paint it, and then, you know, that kind
of thing would, I think, be helpful, and be something we could do quicker, instead of waiting for the vinyl stuff. With weather and everything else, I don't know how long that would last.

MS. PERMAN: Well, it's pretty -- it's pretty long-term, the vinyls are pretty hardy. I think with some of them, like if you're doing it on -- in Mitchell Park, you'd want it to be more of a graphically nice thing, I think. But on the sidewalks, certainly, I think you could think about that, for sure.

MAYOR HUBBARD: Okay. And most of our signs that we've done now has been in the downtown area. We've had requests from people in the neighborhoods wanting some signs in their area, so that would be something that we could look at that, to put some -- you know, just the social distancing signs, or whatever, in the neighborhoods, just to remind people of that, you know, because, basically, everything is centered right down in the Business District.

TRUSTEE CLARKE: The only other thought I had was the four main messages on the initial poster that were then individually represented with the graphics and the four main principles.
There -- in my mind, there would need to be a banner execution that covered all four, because there's limited space to deploy banners. They tend to be a more expensive item than a poster, and as such, I'd want them to, as simply and powerfully as possible, convey everything in the blink of an eye, if that's possible.

MS. PERMAN: I think so. I think we could look at that, for sure, yeah.

TRUSTEE CLARKE: Thank you so much. Thank you so much.

ADMINISTRATOR PALLAS: And I'm sorry to belabor the point, but if you're sending material, if you do have any of that preliminary pricing available, if you could send that along as well.

MS. PERMAN: Okay, sure. Let me ask, are there any printers that the Village works with that you'd want us to get costs from, or should we just --

TRUSTEE CLARKE: We work with InkSpot and we work with Academy Printing, which both are local businesses in Southold Hamlet.

MS. PERMAN: Right, and we've worked with them, they're very good. That's great.
TRUSTEE ROBINS: We also use Reflective Images here in Greenport, Bill Von Eiff.

TRUSTEE CLARKE: We do signage with them as well.

MS. PERMAN: Okay, great. So, I mean, I think we'd want to stay as local as we can; is that right?

MAYOR HUBBARD: Correct, yes.

MS. PERMAN: And I don't know if they give you any kind of special price. I don't know. Is that something that you'd negotiate with them or --

TRUSTEE PHILLIPS: I think that that's something that, once we have a definite idea of how many signs, what kind of format we're going to continue with, I think those are the discussions that will come after we have gotten a plan. We could talk about prices. And we're not really sure how many we'd need right now, we're not sure whether we're going to do banners or not. I think that the pricing, and that will come with further discussions with the Board and you.

I think right now, I'm looking to kind of get the overall thoughts of around the Village.
And I think all of us on the Board are starting to think where the signage should go, how we should do -- you know, where it would be most effect -- not most effective, but where it would be most important.

And, as the Mayor did mention, we do have some residents who live in busy areas that have quite a lot of pedestrian traffic, that they're looking for signage, because they've asked for it.

So I think we have a wide open field to investigate and to look at. And, as I said, I think we have a great opportunity to get the message out, and get it so that the business community and the residential community will be comfortable.

MS. PERMAN: Sounds good, yeah.

MS. BRENNAN: As far as moving forward in identifying these quantities and locations, is there a point person, and is that Paul? But, you know, it's kind of map -- you basically are looking at sort of mapping out the Village, so to speak.

TRUSTEE PHILLIPS: Mayor?

MAYOR HUBBARD: Some of that, some of that
you broke up in the middle, but the point person would be Paul Pallas, the Village Administrator, because he directs the Road Crew. You know, they put up our other signs and all that. So he orders them through Village Hall, you know, and that's where it would go. So he would figure out a map and the need of how many signs and where they would go. Him and our Code Enforcement Officer, Greg Morris, they would work on that and figure out how many signs and where they would go, and then they would have that kind of number back.

MS. BRENNAN: Yes.

MAYOR HUBBARD: So that's who you would be contacting, is the Village Administrator at Village Hall.

MS. BRENNAN: Okay. Because I think in order to get a true, true picture of cost, being able to identify all those areas that we are concerned.

MAYOR HUBBARD: Yeah. The Village Administrator, he would look at each road, and everything else, and figure out how many we'd need per road, along with Greg Morris, like I said, going out around the Village and seeing how
many we would want and where they would go. And
then we would have a better idea, if we're
looking at 25, you know, 75, 100 or 200. And
then we'd have a better idea of cost, and
everything else, knowing about where they would
go. And then they would have a map to say to the
Road Crew, "We bought 75 signs, and this is where
they're going," and that would be how they would,
you know, put the map together of what we need,
and where they're going to go, and what signs
they would be.

MS. DERR: All right. So, I think, next
steps, Margot, is you're going to get the
presentation emailed over to the Board. And we
will reconnect and talk about placements, and
work with Paul and talk about placements, and put
together a rough estimate of placements, and then
get some dollars and budget for you. And I guess
that's the next steps.

MS. PERMAN: Who should this go to? Who
does it go to specifically at the Village? Are
there -- is there one of you I should send it to?

MAYOR HUBBARD: Yeah, send it to the
Village Administrator, Paul Pallas, because he's
in Village Hall all the time.
MS. PERMAN: Okay.

MAYOR HUBBARD: Besides that, you know, we're working on 50% staffing by the mandate and everything else. So he is the person that is -- he's the main boss there, so that's who you would send it to.

Okay. I would like to thank everybody for the work that you've done. You've put together a very comprehensive package, you know, some really good ideas. I saw we were up as high as 30 people that were on the call, which is very encouraging, you know, to get community input, everybody hear what we have going on.

It would be good if we could have those numbers, you know, for the beginning of the week, because we do have a work session on Thursday. Thursday, the 21st, is our work session, so that's when we would go over with the plans that Paul has for placement, if we're going to move forward with it, and the general idea of the price, so that the Trustees and myself can talk about that at our work session, and then, you know, decide if we're going to go forward with it. How much we're going to do, if we're going to do a little, a lot, whatever, that would be
the discussion we would have next Thursday.

MS. DERR: Okay, excellent.

MS. PERMAN: Thank you all for your time, appreciate it.

TRUSTEE CLARKE: Thank you so much.

TRUSTEE ROBINS: Thank you.

MAYOR HUBBARD: Thank you for working, putting it together, that's very helpful.

TRUSTEE PHILLIPS: Thank you for your time.

TRUSTEE ROBINS: Thank you very much.

TRUSTEE CLARKE: Appreciate it. Thank you so much, everyone.

MS. DERR: We're going to end the meeting.

MAYOR HUBBARD: Okay.

MS. DERR: Thank you.

MAYOR HUBBARD: Have a good night. We'll talk soon. Thank you. Bye-bye.

TRUSTEE PHILLIPS: Have a good evening, everyone.

MS. DERR: Good evening.

TRUSTEE MARTILOTTA: Good evening, everyone. Thank you.

(The meeting was adjourned at 7:59 p.m.)
CERTIFICATION

STATE OF NEW YORK )
) SS:
COUNTY OF SUFFOLK )

I, LUCIA BRAATEN, a Court Reporter and Notary Public for and within the State of New York, do hereby certify:

THAT, the above and foregoing contains a true and correct transcription of the video conference proceedings taken on May 14, 2020.

I further certify that I am not related to any of the parties to this action by blood or marriage, and that I am in no way interested in the outcome of this matter.

IN WITNESS WHEREOF, I have hereunto set my hand this 24rd day of May, 2020.

Lucia Braaten

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