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VILLAGE OF GREENPORT
COUNTY OF SUFFOLK STATE OF NEW YORK
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BOARD OF TRUSTEES
SPECIAL MEETING

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Via Video Conference
May 14, 2020
7:00 P.M.

B E F O R E:

- GEORGE HUBBARD, JR. - MAYOR
- JACK MARTILOTTA - DEPUTY MAYOR
- PETER CLARKE - TRUSTEE
- MARY BESS PHILLIPS - TRUSTEE
- JULIA ROBINS - TRUSTEE

- JOSEPH PROKOP - VILLAGE ATTORNEY
- SYLVIA PIRILLO - VILLAGE CLERK
- PAUL PALLAS - VILLAGE ADMINISTRATOR

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

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

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

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

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

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

23 TRUSTEE CLARKE: Peter Clarke, Village
24 Trustee.

25 TRUSTEE ROBINS: Julia Robins, Village

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

9 are you?

10 MAYOR HUBBARD: Very good. How are you?

11 MS. MILLER: Fine, thank you.

12 MAYOR HUBBARD: There's Trustee Martilotta.

13 TRUSTEE CLARKE: Trustee Martilotta.

14 TRUSTEE ROBINS: Evening, Jack.

15 TRUSTEE PHILLIPS: Evening, Jack.

16 MAYOR HUBBARD: Okay. We can get started.

17 I just wanted to welcome everybody here, you
18 know, for the Zoom call. We're going to go for
19 some information. Sonja, if you want to go and
20 announce what we're -- we're getting a
21 presentation on signs and issues with the
22 Village. So, Sonja, if you want to start and
23 explain what the whole conversation is going to
24 be about, what the demo is going to be for, take
25 over and show exactly what you got.

1 MS. DERR: All right. Thank you, Mayor
2 Hubbard.

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

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

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

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

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

18 MS. BRAATEN: Thank you.

19 MS. DERR: Can you hear?

20 MS. BRENNAN: Yes.

21 MS. DERR: So, yes, the four of us got
22 together a few weeks ago and were just wondering
23 if there's anything we could do to help, because
24 we all have various skill sets and really love
25 our community. And as you all here, just started

1 going through this time and wondering, you know,
2 what, what can we all do to help out and figure
3 out a way to -- you know, to get to next steps.

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

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

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

24 So we felt that maybe a very strong
25 campaign with excellent signage, and messaging,

1 and visuals would be something that the Village
2 could really get together and back, and be
3 unified in this. And this is more than just a
4 sign, it's something that really brings everybody
5 together. It should be the businesses, the
6 residents, the visitors that come here. They
7 should understand our need for safety going
8 forward and how we want to welcome people, but we
9 also want to be safe and protect our residents.

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

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

21 MS. PERMAN: First of all, thank you for
22 inviting me tonight. Whatever happens or
23 whatever comes out of this, we're just happy to
24 have had the time to think through and get some
25 ideas going about how to support you in opening

1 the Village. As we all know, we're just weeks,
2 maybe days away from getting flooded with more
3 visitors, and seeing really how we go about our
4 lives safely here.

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

10 MS. DERR: Can you hear Margot?

11 TRUSTEE ROBINS: No.

12 MS. DERR: You can't hear Margot?

13 TRUSTEE ROBINS: No.

14 TRUSTEE PHILLIPS: No, she's frozen.

15 MS. DERR: Okay. She'll probably come back
16 in a minute.

17 MAYOR HUBBARD: Technology is great when it
18 works.

19 MS. DERR: I know.

20 (Laughter)

21 MS. DERR: Anyways, until Margot gets back,
22 Cynthia, would you like to say a couple of words
23 about, you know, what you have visions for with
24 this? I mean, I think you and Margot have been
25 working really closely on it, and I think that

1 you're both unified in the vision. You're muted.

2 MS. BRENNAN: Sorry.

3 MS. BRAATEN: And please state your last --

4 MS. BRENNAN: Sorry.

5 MS. BRAATEN: Could you spell your last
6 name?

7 MS. BRENNAN: Brennan, B-R-E-N-N-A-N,
8 Cynthia. And I think, as -- so what Margot just
9 said and Sonja, it's like we really were --
10 approached this from the what-can-we-do as
11 residents and fellow citizens here, and, you
12 know, as everything has unfolded so quickly, and
13 it changes all the time. You know, I think we
14 really appreciate all that you do as the Village
15 Board, and can only imagine how difficult it must
16 be keeping up with new guidelines, changeable
17 situations, and then now trying to understand
18 what happens next with reopening and summertime.

19 And this idea of communication messaging I
20 think really came out of just, you know, sort of
21 understanding of like how to unify everybody, is
22 like the clarity of everybody hearing the same
23 thing. And so that was just -- and I think,
24 also, that, you know, our -- the four of us, sort
25 of our shared experiences and backgrounds of

1 how -- what we could bring to this. So it's an
2 offer to help and to aid as best as we could.

3 And, certainly, Margot is a expert in the
4 field of public communication, and she's done
5 this in various cities and towns and
6 municipalities. So I think it's, you know, a
7 gift that she happens to live in Greenport as
8 well, and has offered to bring the talents to
9 this effort.

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

14 MS. PERMAN: All right.

15 MS. DERR: You're back?

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

18 (Laughter)

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

25 MS. DERR: Oh.

1 MS. PERMAN: Does anyone know how to --

2 MS. DERR: That's me, I'm the host,
3 hold on.

4 TRUSTEE PHILLIPS: Yeah.

5 MS. DERR: Sorry, guys, I didn't -- didn't
6 do that, but I don't know why it's --

7 MS. PERMAN: Should I try again?

8 MS. DERR: You can try again, but I just
9 don't -- I don't know if I have control over it
10 at this point.

11 MS. PERMAN: So share screen. Let me try
12 that again.

13 MS. DERR: Try it now

14 MS. PERMAN: I think it's working. Okay.

15 MS. DERR: Okay, great.

16 MS. PERMAN: Okay. Are we seeing something?

17 MS. DERR: Yes.

18 MAYOR HUBBARD: Yes.

19 MS. DERR: Yes.

20 MS. PERMAN: Okay. So, excuse me, I'll
21 have to like kind of get back into this, but --
22 so the first thing we thought about as we started
23 looking at this is, obviously, there's a need for
24 clear information that's uniformly communicated
25 in public spaces in the Village, and that really

1 relies on consistency, telling the same message
2 over and over, direct reminders of how public
3 safety can play a role in our opening the Village
4 safely, in a safe manner.

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

20 Is everyone following okay? Is this --

21 TRUSTEE PHILLIPS: Yes, it's fine.

22 MS. PERMAN: Good. Okay. What we started
23 to look at is what would this program look like.
24 And I wanted to remind everyone that this is a
25 temporary communication measure. If it works, we

1 won't need to use it, and that's the goal of it.
2 This is not a major decision of how to change the
3 Village policies, or how to change the, you know,
4 rules in the Village, it's a way to communicate.
5 So it's -- if you think of it that way, it's not
6 a huge, huge undertaking.

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

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

25 And, again, this is something for you to

1 consider. I'm sure you'll have feedback of
2 what's most important to the Village, but these
3 were just sort of from our perspective what made
4 sense.

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

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

22 So let's go to the first image. The first
23 image is -- and let me reduce this -- is all four
24 of those practices. Can you see the whole image
25 here, or is it getting cut off?

1 TRUSTEE ROBINS: It's cut off in the top
2 and the bottom a little bit.

3 MS. PERMAN: Okay. All right. Let me get
4 this reduced, then. Okay, there. Is that
5 working? Can you see the --

6 TRUSTEE PHILLIPS: I mean, yeah, that's
7 good.

8 TRUSTEE CLARKE: Perfect.

9 MAYOR HUBBARD: That's good.

10 MS. PERMAN: I've got two screens here, so
11 I'm not sure.

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

24 And I've done a lot of work with the UN and
25 with agencies where we talk about safe practices

1 and how to communicate them, and using a friendly
2 language, a friendly but firm language is really
3 the best way to do it. And we've got this image
4 translated into Spanish. Thank you, Sonia, for
5 doing that. And it works beautifully in Spanish
6 as well, and uses a more friendly language as
7 well.

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

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

1 it, and you might want to really reinforce that
2 face mask rule.

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

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

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

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

1 messages.

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

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

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

25 So we looked at next steps, what would it

1 take to actually do this, and it relies on
2 community participation. We felt that for
3 businesses, it would be voluntary. They could
4 choose to adopt it, they could choose not to.
5 It's really -- it's meant to be on a voluntary
6 bases, and to gain momentum, that people would
7 take ownership of it and make it -- make it their
8 own.

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

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

22 We actually talked to the Greenport TV
23 group about doing some community service
24 messaging, that the kids would enact this and
25 film it, enact safe practices. So we got a lot

1 of ideas for how you could get people involved in
2 this.

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

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

15 MS. DERR: Anyone have any questions?

16 (No Response)

17 MS. DERR: Any feedback? You like it?

18 (Laughter)

19 MAYOR HUBBARD: Any questions, comments
20 from anybody?

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

23 MAYOR HUBBARD: Okay.

24 MS. DERR: Oh, Margot, can you turn off the
25 screen share?

1 MS. PERMAN: Yeah. What am I turning off?
2 Sorry.

3 MS. DERR: The screen share.

4 MS. PERMAN: Oh, okay. Whoopsie, sorry,
5 yes. Hold on one second. Stop share. Okay,
6 sorry, I couldn't tell.

7 TRUSTEE CLARKE: There we go.

8 MS. DERR: Okay.

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

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

14 MS. DERR: Margot, are you --

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

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

23 MS. DERR: Sounds good.

24 MS. BRENNAN: This is to the Board. I
25 think that one thing we might accompany with the

1 presentation would be a -- we had kind of
2 developed a survey, and, essentially, you know,
3 we came up with these ideas in, you know,
4 obviously, our own interpretations of everything,
5 but I think that they are examples that is our
6 best understanding. But it would really be
7 helpful to understand more what your main
8 concerns are, and issues, and locations, and all
9 of it. So, you know, maybe that would also be a
10 way to get your feedback, because this is -- this
11 is designed to presentation level, and, you know,
12 obviously, implementation would be the next
13 steps.

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

25 MS. PERMAN: Sure. And just to answer to

1 that, we would dovetail with whatever you're
2 doing. We're certainly not making suggestions to
3 you of how you should handle traffic patterns.
4 So I think those -- as you make those decisions,
5 we would cooperate with you in the most
6 appropriate way.

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

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

25 MS. PERMAN: Thank you.

1 TRUSTEE ROBINS: And the thought.

2 MS. PERMAN: Appreciate it.

3 TRUSTEE PHILLIPS: Margot, this is Trustee
4 Phillips again. I think that your suggestion of
5 survey questions would be excellent. It would
6 give us an immediate response to what you've put
7 together, but also give us a thought pattern for
8 some of the other things that may be coming up in
9 the next couple of weeks for discussion to the
10 Board.

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

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

23 MS. DERR: Sure.

24 MS. SPAR: Sonja, I also think that Trustee
25 Martilotta wants to be unmuted.

1 MS. DERR: I didn't mute everybody. I
2 think everybody was muted, so I never -- I never
3 muted everybody, but I can unmute people.

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

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

18 (Background Noise)

19 MR. NULAND: I'm not sure.

20 MS. SPAR: I think it's R K-0-S-S, the
21 sound it comes from.

22 TRUSTEE CLARKE: Can you mute those people,
23 please?

24 MS. SPAR: It's R K-0-S-S.

25 MS. DERR: It's muted.

1 TRUSTEE CLARKE: Thank you. So I just
2 wanted to -- did everyone hear what I said, so I
3 don't have to repeat myself?

4 MS. BRENNAN: Yes.

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

20 We could adopt the graphics and the tool
21 kit for our website. We could invite other
22 members of the community to use it. We could ask
23 the BID to perhaps make it mandatory that the
24 businesses use it through an Executive Order of
25 some sort. We could ask for our media partners

1 to get the message out locally, so that visitors
2 and residents alike in all our communities are
3 aware of the message, and recognize it from
4 publications and social media before they're even
5 in the Village, so that it sort of warms everyone
6 up to understand what we're trying to do.

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

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

23 MS. DERR: Thank you.

24 TRUSTEE MARTILOTTA: And if I may, Trustee
25 Clarke, just to that point. I think you said,

1 like really important, it's the way it's messaged
2 and the way it all fits well together. I think
3 that, you know, that's something we had
4 discussed, but we struggled with as a Board.

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

10 (Laughter)

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

24 I -- as I said, Sonja, I'm very happy that
25 this moved forward, and I really appreciate all

1 the work that went into it with these three
2 ladies, or four ladies, maybe. You've been very
3 busy. And I think it's a great community effort
4 to come back and communicate with the Board, as
5 well as with the community, so thank you.

6 MS. DERR: Thank you for your time.

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

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

24 MS. DERR: Thank you. We actually lost --
25 Sonja Reinholt Derr. Sorry, I keep forgetting to

1 say my name. We actually lost Margot again, but
2 I will tell her all the kind things that you guys
3 just said.

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

18 MS. SPAR: This is Sonia Spar. I'm
19 following on what the Trustees mentioned. This
20 is a continuation of the effort that you have
21 devoted to within the past few weeks. So it is
22 reinforcing that message. It is bringing one
23 message to the entire community that we are all
24 together on this, working, and that we are all
25 part of it. That's why, you know, part of the

1 messaging is bringing us together. It's
2 understanding that we need to take care of each
3 other, and that the message needs to bring
4 responsibility for each other as an invitation,
5 as join us, as this is us, you know, be part of
6 this.

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

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

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

17 MAYOR HUBBARD: Sure.

18 MS. PERMAN: It does, the program -- it
19 should be noted that the program doesn't replace
20 the very important set of by-laws and regulations
21 that you've posted, and that -- it does not
22 replace that in any way. But what it does is it
23 sends a more user-friendly, clear message to
24 people and repeats it. So I think that these two
25 things can coexist. I think they're very

1 different things, but I think that the laws have
2 to be there, the rules have to be there, for
3 sure. But this is -- as Sonia said, it's more of
4 an invitation to participate.

5 MAYOR HUBBARD: Very good point.

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

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

19 (Laughter)

20 TRUSTEE CLARKE: I have one other question,
21 Mr. Mayor, and it's something I thought of. I,
22 too, had the pleasure to see this earlier today
23 quickly on the BID meeting. And I was wondering,
24 because of the amount of pavement we have and the
25 amount of asphalt that is within the Village,

1 could there be some sort of a decal system made
2 that our Village staff could deploy with
3 short-term paint that could be deployed, rather
4 than everything being vinyl and printed? Would
5 there be any cost savings in developing a few
6 templates that could be sprayed either on
7 concrete or asphalt repeatedly to avoid the
8 recurring expense of producing a material?
9 We don't have to answer that, it's just a
10 question out there as part of the tool kit if
11 that could be a product, because I know there's a
12 lot of ground to cover and --

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

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

22 MS. BRENNAN: So, Peter, I could answer
23 some of that for you. There is a fair amount of
24 ready-made, whether it's stencil kits that, as
25 you said, could be sprayed on by Village employee

1 staff. There's also some vinyl pieces that are
2 already conveniently in the same yellow color.
3 So there are opportunities for incorporating
4 ready-made things, but I would also encourage
5 that those kinds of things get worked into an
6 overall consistency of communication. But,
7 certainly, from a time perspective, there are
8 things that could be done more quickly than
9 custom printing.

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

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

14 MAYOR HUBBARD: Sure.

15 ADMINISTRATOR PALLAS: This is Paul Pallas,
16 Village Administrator.

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

19 (Background Audio Noise)

20 ADMINISTRATOR PALLAS: All right. With
21 some of the materials, do we have any idea of the
22 price for any of this material, so the Board can
23 make more of an informed decision of the posters,
24 the stencils, all of these things that you've
25 been discussing? I think to decide in a vacuum

1 without knowing a cost is difficult at best.

2 MS. PERMAN: Absolutely. So, yes, we've
3 done some preliminary pricing. I was hoping that
4 one of our local printers might be able to take
5 on the posters, I would love to do that locally,
6 and that is -- really depends on volume.
7 Obviously, the price goes down depending on how
8 many you do. If we could get in this survey, if
9 you're interested, if we could get a set of -- an
10 idea of quantity of what -- how many you think
11 you'd need. I mean, we can guess as it, but --
12 and we have some preliminary pricing on the
13 sidewalk graphics and the signs themselves. So
14 we could put -- we can put that together for you,
15 sure.

16 MAYOR HUBBARD: Okay. I think that would
17 be helpful. And I think what Trustee Clarke was
18 talking about, with like the stencil we use for
19 handicapped parking, that we have the stencil
20 there. We use the blue paint, we lay that down
21 on the ground and we paint that. So a stencil
22 that's similar to that, same as we use for
23 "No Parking" or "Bus Stop", you know, those kind
24 of things that you could lay it on the ground,
25 you could paint it, and then, you know, that kind

1 of thing would, I think, be helpful, and be
2 something we could do quicker, instead of waiting
3 for the vinyl stuff. With weather and everything
4 else, I don't know how long that would last.

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

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

22 TRUSTEE CLARKE: The only other thought I
23 had was the four main messages on the initial
24 poster that were then individually represented
25 with the graphics and the four main principles.

1 There -- in my mind, there would need to be a
2 banner execution that covered all four, because
3 there's limited space to deploy banners. They
4 tend to be a more expensive item than a poster,
5 and as such, I'd want them to, as simply and
6 powerfully as possible, convey everything in the
7 blink of an eye, if that's possible.

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

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

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

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

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

24 MS. PERMAN: Right, and we've worked with
25 them, they're very good. That's great.

1 TRUSTEE ROBINS: We also use Reflective
2 Images here in Greenport, Bill Von Eiff.

3 TRUSTEE CLARKE: We do signage with them as
4 well.

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

8 MAYOR HUBBARD: Correct, yes.

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

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

24 I think right now, I'm looking to kind of
25 get the overall thoughts of around the Village.

1 And I think all of us on the Board are starting
2 to think where the signage should go, how we
3 should do -- you know, where it would be most
4 effect -- not most effective, but where it would
5 be most important.

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

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

17 MS. PERMAN: Sounds good, yeah.

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

24 TRUSTEE PHILLIPS: Mayor?

25 MAYOR HUBBARD: Some of that, some of that

1 you broke up in the middle, but the point person
2 would be Paul Pallas, the Village Administrator,
3 because he directs the Road Crew. You know, they
4 put up our other signs and all that. So he
5 orders them through Village Hall, you know, and
6 that's where it would go. So he would figure out
7 a map and the need of how many signs and where
8 they would go. Him and our Code Enforcement
9 Officer, Greg Morris, they would work on that and
10 figure out how many signs and where they would
11 go, and then they would have that kind of number
12 back.

13 MS. BRENNAN: Yes.

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

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

21 MAYOR HUBBARD: Yeah. The Village
22 Administrator, he would look at each road, and
23 everything else, and figure out how many we'd
24 need per road, along with Greg Morris, like I
25 said, going out around the Village and seeing how

1 many we would want and where they would go. And
2 then we would have a better idea, if we're
3 looking at 25, you know, 75, 100 or 200. And
4 then we'd have a better idea of cost, and
5 everything else, knowing about where they would
6 go. And then they would have a map to say to the
7 Road Crew, "We bought 75 signs, and this is where
8 they're going," and that would be how they would,
9 you know, put the map together of what we need,
10 and where they're going to go, and what signs
11 they would be.

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

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

23 MAYOR HUBBARD: Yeah, send it to the
24 Village Administrator, Paul Pallas, because he's
25 in Village Hall all the time.

1 MS. PERMAN: Okay.

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

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

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

1 the discussion we would have next Thursday.

2 MS. DERR: Okay, excellent.

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

5 TRUSTEE CLARKE: Thank you so much.

6 TRUSTEE ROBINS: Thank you.

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

9 TRUSTEE PHILLIPS: Thank you for your time.

10 TRUSTEE ROBINS: Thank you very much.

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

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

14 MAYOR HUBBARD: Okay.

15 MS. DERR: Thank you.

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

18 TRUSTEE PHILLIPS: Have a good evening,
19 everyone.

20 MS. DERR: Good evening.

21 TRUSTEE MARTILOTTA: Good evening,
22 everyone. Thank you.

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

24

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