

Village of Phoenix Board & Administration

Mayor

Caleb Sweet

Trustees

Danny Dunn

Paul Griser

Adam Mulderig

David Pendergast

Village Administrator

James Lynch

Village Clerk/Treasurer

Roxanne Demo

Deputy Clerk/Treasurer

Laura Gonzalez

Village Attorney

Rebekah Prosachik

D.P.W. Crew Leader

John Kerfien

Police Chief

Martin Nerber

Historian

Barbara Dix

Village Contact Information

www.Villageofphoenix-ny.gov

Mayor

Caleb Sweet (315) 345-2387
csweet@Villageofphoenix-ny.gov

Village Administrator

Jim Lynch (315) 695-1307

Clerk's Office/D.P.W.

Roxanne Demo (315) 695-2484

Laura Gonzalez (315) 695-4084

Code Depart. (315) 695-1307

Village Fax (315) 695-3311

Police Department

Non-Emergency (315) 695-2001
For Emergency Please dial 911



Message from the Mayor

I'd like to start by thanking all who voted me in as your Mayor and entrusting me with the ability to make confident and common sense decisions for our Village. I would also like to thank you all for your continued cooperation with our Lock Street project as we continue to upgrade the antiquated water and sewer infrastructure systems. With the onset of the summer months, please keep in mind that children will be out of school soon and with the added foot traffic in the Village, please add a little extra caution when driving around your Village. In the coming months take time to enjoy some of the festivals we have planned, enjoy the music at Henley Park on Monday & Fridays and take a walk around downtown... visit the shops and eateries, sit on the newly renovated dock and enjoy the water front, walk around your streets and neighborhood and meet some neighbors and see what the Village has to offer.

And remember, I am always available for comments and open for conversation, my contact is available in this newsletter and online so please reach out to me at any time.

Mayor Caleb Sweet



Village of Phoenix Newsletter

June 2019



Police Department News

School is out for the summer! This means that we have to be aware of the little ones crossing our busy streets, it's up to us to keep an extra cautious eye out.

We will invite you to keep a look out as we help promote our village, it's changing constantly and we are proud of its happenings and location. To be a part of the Village's campaign we will be adding decals to our vehicles and uniform patches to reflect the village wide branding of _____ by the River. Our phrase will be Policing By The River.

Our boat is in the water and operational to help provide a safe water recreation season for all that live and visit to enjoy Life By The River.



This past spring, CanAm awarded us a loaner Ryker motorcycle, this

was free just as was our snowmobile and will be returned at the end of the season. We extend a special Thank You to Bibbens sales and service of Weedsport for facilitating this and for constantly helping our village to



obtain equipment we normally wouldn't be able to budget for.

We would like to welcome three new officers to our village, two of which are graduates of Phoenix Central School District.

Officer Eric Shaffer II (2005) and Officer Hunter Nerber (2016), also both graduates of the Mohawk Valley Police Academy on March 15th, 2019. We also welcome a veteran officer currently employed as a

Sergeant for the Village of Solvay, Officer Joseph Stala. We welcome them as they carry on our long standing tradition of community Policing By The River. We also added a very popular addition who I am told, held up our annual Memorial Day Parade with his popularity among children, CHASE from Paw Patrol!! Chase will be a big part of our community Policing By The River, and will be making appearances throughout the year!

As a reminder with the pending summer skies and blue waters that bring people out of hibernation, we ask that you enjoy yourselves responsibly and courteously so that we can all live and Get Along By The River. Be kind to one another and be proud of our Village By The River.

Martin Nerber – Police Chief



For more information call
(315) 695-1307 or visit
www.Villageofphoenix-ny.gov

June 28, 2019

**4:00 pm-8:00 pm, St. Stephen's Church
& Henley Park**

*Summer Strawberry Festival, Food & Music
(Night Life Band) at Bridge House and
FIREWORKS at Dusk*

July 5, 2019

**6:00 pm-8:00 pm – Henley Park
Music in the Park**

The Other Guise

July 8, 2019

**6:00 pm-8:00 pm – Henley Park
Music in the Park**

Matt Chase & Thunder Canyon

July 12, 2019

**9:30 am-11:30 am – Lock Island
Children's Fishing Derby**

July 12, 2019

**6:00 pm-8:00 pm – Henley Park
Music in the Park**

Vote for Pete

July 13, 2019

**1:00pm - ??? – Summer Kickoff Block
Party "Flip-Flops and Firebirds" –
State Street Business District
Sponsored by Phoenix Rising**

July 15, 2019

**6:00 pm-8:00 pm – Henley Park
Music in the Park**

Tom Gilbo & The Blue Suedes

July 19, 2019

**6:00 pm-8:00 pm – Henley Park
Music in the Park**

Rock Shadows Band

July 22, 2019

**6:00 pm- 8:00 pm – Henley Park
Music in the Park**

Moonshine River Band

July 26, 2019

**6:00 pm-8:00 pm – Henley Park
Music in the Park**

Two Feet Short

July 29, 2019

**6:00 pm-8:00 pm – Henley Park
Music in the Park**

*Phoenix Community Concert Band (Rain
location JCB)*

August 2, 2019

**6:00 pm-8:00 pm – Henley Park
Music in the Park**

Hendry Band

August 3, 2019

**10:00 am-1:00 pm – Town Park
Family Fun Day**

Sponsored by Town of Schroepel

August 5, 2019

**6:00 pm-8:00 pm – Henley Park
Music in the Park**

The Other Guise

August 9, 2019

**6:00 pm-8:00 pm – Henley Park
Music in the Park**

Flat Face & the Shempdells

August 12, 2019

**6:00 pm-8:00 pm – Henley Park
Music in the Park**

Rhythm N' Shoes

August 16, 2019

**5:30 pm-7:30 pm – Henley Park
Music in the Park**

Hendry Band

August 19, 2019

**5:30 pm-7:30 pm – Henley Park
Music in the Park**

The Terry and Joe Acoustic Show

August 23, 2017

**5:30 pm-7:30 pm – Henley Park
Music in the Park**

Nite Life Band

August 26, 2019

**5:30 pm-7:30 pm – Henley Park
Music in the Park**

American Eagle Band

September 11, 2019

**6:30 pm, Henley Park
Community Vigil in Memory of those who
lost their lives.**

(Bring a candle and chair)

October 5, 2019

**11:00 am-8:00 pm – Locktoberfest
State Street Business District**

Sponsored by Phoenix Rising

D.P.W. News

The DPW crew has been busy cleaning up road sides from plowing and picking up all types of yard waste from residents spring yard clean up. Brush pick up in the Village is Fridays as usual. Please stack brush piles neatly with ends all facing the same direction. Bagged yard waste is collected a few times throughout the week as time allows. Remember only biodegradable bags are picked up. Please make sure heavy debris like dirt, rocks, or concrete is piled separately to be picked up. With that said, if you cannot pick up your bags then the guys most likely won't be able to throw them into the truck.

Currently the DPW has a list of projects to work on this summer which include drain-line repairs and replacement, sidewalk replacements, water and sewer line maintenance and some misc. road repairs. Please be patient if we are working in your area as we will make sure we clean up and try to restore all areas better than we found them.

Please feel free to call the clerk's office to report any water, sewer, or road issues. We do our best to assist residents with most issues.

Lastly I hope everyone has a safe and enjoyable summer.

Sincerely,

John Kerfien — D.P.W. Senior Crew Leader

Village Administrator News



Branding Your Village... and why?

There are many brands in the world, from soft drinks to laundry detergents to airlines, but what is a brand exactly and why is it important to tie it to a community? When someone says 'soda' or 'pop,' more than likely, a certain kind comes to mind. This is because people associate generic products with specific names. Branding is not the product itself but rather the association behind it. If someone mentions a Jeep car, some people may associate that with off-roading (the factual representation) and fun

(an emotional representation). Identifiers help to define a product and make it stand out from others like it. In the case of communities, creating a sort of trademark showcases the good and attempts to create a positive connection.

Why is branding important, then, and how can it affect the local Economic Development? Why should an area even bother attempting to label themselves and market to others?

In order to create a name, it's important to understand what makes the area stand out. Some places find it simple due to historical significance or another well-known product located within that area. These things define the community and offer more than just recognition. Often, they provide tourism and bring in visitors. Let's take Salem Massachusetts, for example, is instantly recognizable for the Salem Witch Trials. Not only do the trials set Salem apart as a unique city, but the town has also built themselves up around their distinct idea by embracing it.

Recognition

A brand helps to create recognition for potential residents, investors, and companies through a distinct message. Recognition is how a village stands out from all those just like it. There are many locations with the same population and economic position, but a unique stance will propel one over another and could potentially be the tipping point in both economic development and growth.

Attraction & Growth

Once a village has been recognized for its positive aspects, it can use those to attract both business and new population. Having an instantly recognizable brand can be a huge benefit when it comes to growing an area. If corporations are able to distinguish a community, it can make that place more attractive for their prospective business. As the village continues to work closely with representatives involved with promoting The Phoenix Industrial Park, new tenants and business opportunities will boost our economic community and help with potential home sales, sales tax revenue and more. Private investors have entered our community with exciting projects and an economic boost right in the heart of our village.

Loyalty & Pride

A central brand is a great way to build pride, for both locals and new influxes of population. Pride and loyalty are both important aspects to have; they can help create a sense of togetherness and show to prospective businesses that people enjoy living and working here. As a brand, the "_____ by the RIVER" has encouraged pride through the creation of several new

business opportunities, excitement for existing businesses and fun for those taking part of our theme. This branding theme will be included in on storefronts and Village marketing materials.

Branding can be an essential tool when it comes to economic development and attracting businesses along with creating a higher quality of life for residents. Economic development is essentially selling a locality to prospective businesses in order to grow and improve that community. By having a clear image, our village can more effectively market to interested parties. Some of the best new ideas come from a branded community. As members share stories, exchange ideas and recommend changes, it creates a free flow of information, input and research. Branded communities are essential tools that help companies ascertain what their buyers truly desire and how their products measure up to those wants and needs.

The Village will now be taking all of this information we have gathered, our branding ideas and input from business owners, prospective developers, real estate agents and residents. We will utilize this tool for current and future grant funding opportunities as well as an attraction for new business and potential home buyers.

Our brand of "_____ by the RIVER" allows everyone to fill in what they enjoy, by the RIVER. The input from the public has been fun and exciting with words like **Life, Growth, Music, Boating, Reading, Policing, Future, Investment, Industry, History, Working, Living** and many more. This input allows us to recognize what is important and attractive to our residents, teachers, business owners, boaters and visitors and enhance our community around this as well as economic development.

As you can see, there has been significant progress, improvement, growth and development within our Village. Some exciting construction projects will be underway soon. Development and growth is important for a Village to grow but myself, Village employees, The Village Board and your Mayor all understand the critical attention that needs to take place in order to maintain a bedroom community feeling with our historical past and preservation in mind. We are currently redeveloping our village zoning map, and design compliance standards in order to maintain this level of historical value as well as the opportunity position ourselves for steady growth and a structure for the future..

Optimistically Yours,

Jim Lynch — Village Administrator

Codes News

Can the Village of Phoenix Police or Fire Company find you quickly?

The following guidelines will assist you in correctly posting an emergency 911 address number. If you have a question in reference to posting your house number, call the Fire Station at 315-695-6433, or Code Enforcement at 315-695-1307

- The number shall be displayed in a location visible from the road on which the number is assigned, such as a mailbox easily identifiable from the street.
- The number should be placed on the house or dwelling unit in an area immediately adjacent to the front door. Numbers must be readily visible from the street and the view of the numbers should not be blocked by trees or shrubs.
- Numbers may be placed on a sign or post at the entrance to a right-of-way or shared driveway. If the sign serves multiple buildings, the address to each house or unit served by that right-of-way or shared driveway shall be affixed. If the house or unit is not visible from the point at which the individual driveway breaks from the right-of-way or shared driveway, the address number must also be posted on the house or dwelling or unit.
- Numbers should be at least 4 inches high.
- Numbers should be plain block numerals, not script or written numbers.
- Numbers shall be set on a background or contrasting color, preferably white or black. It is recommended that a retro reflective material be used.
- Do not place number on utility poles, road signs, or anywhere within the road right-of-way (except mailboxes).
- Temporary display of addresses for new structures shall be maintained during construction.

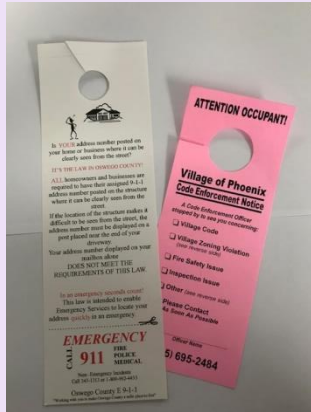
If you receive your mail at a Post Office Box, you must still post the Emergency 911 Address on your property, so that it can be located by emergency vehicles.

This information may sound repetitive in our newsletter but plenty of dwellings and structures still exist within our village with either no house numbers or faded or inadequate house numbers. Please take a moment and check your house numbers. If you are a tenant and your house numbers are inadequate, please tell your landlord of this issue!

Below you will see 2 photographs, 1 is directly from Oswego County 911, and the other is from The Village of Phoenix. If you receive a pink door hanger notice it was put

on your door for a reason. Homeowners and or tenants will be given 1 friendly notice to comply with this address issue. A violation will be written to those who are not in compliance starting August 1st.

Please remember this is a very affordable and quick repair that could ultimately save you and or a family member's life in an emergency situation!



Jim Lynch — Code Enforcement

A Picture Is Worth...

Have you ever bragged to your friends or family about living in the Village of Phoenix? Snap a photo that captures the phrase “This is MY home!” and why you love living here and you could win a \$50 rent credit toward two nights Camper rental at Rock the Lock! – 2nd Annual Camping on the Lock Music Festival, Sept. 27-29th.

Rules:

- 1 photo entry per person
 - Upload your picture to Phoenix Rising Facebook page
www.facebook.com/phoenixrising13135 with the hashtag **#RockTheLock**
 - Open submission through August 31st
- The top photo representing “This is MY home!” will be framed and displayed at the Village office throughout the fall.

Let the Phun Begin!

3RD ANNUAL

Downtown Phoenix

**Sand Filled Parking Lot –
Volley Ball Tournament
Corn Hole Tournament
Music and More!**



Contact Phoenix Rising to register your team!

www.phoenixrising13135.com

or text Jim at (315) 575-3316



**Village of Phoenix
455 Main Street
Phoenix, New York 13135**

Local Postal Customer

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