

## MINUTES - Peekskill BID Board Meeting on Tuesday, April 7, 2015

Tuesday, May 5, 2015

In Attendance: Board Members: Gabriel Arango Jr., Howard Copeland, Sunny Cover, Monica Flaherty, Lou Lanza, Deb Milone, Sol Miranda, Jim Pinto, Kathie Talbot

Absent: Ken Laudon and Giovanni Stiefelmann

In Attendance Non-Board Members: Larry D'Amico (PAA, Board Member), Mary Foster (former Peekskill Mayor), Corinna Makris (Director, Peekskill Farmer's Market), Cathal (Chuck) McGreal (Owner, The Quiet Man Rest.), Vivian McKenzie (Council Woman), Jeannette Phillips, Maureen Winzig (President of Peekskill Arts Alliance)

Meeting Called to Order: 6:09 pm

### 1. PUBLIC COMMENTS:

- a. Former Mayor Mary Foster inquires if there will be a Music Festival '15 in July and the status of the New Year's Eve Ball Drop.
  - i. Monica Flaherty explains that insufficient time and the two candidates that applied each had limitations to make Festival a success. A multiyear plan will be developed.
  - ii. Some members of the Board voiced the NY's Ball Drop hasn't been discussed or brought to the Board's attention.

### 2. The Board approved the minutes of April 7, 2015 meeting.

3. New Executive Director hired, Katie Mirkin, was invited to join the meeting later, according to Sunny Cover, to discuss and approve the extension of the per diem to 2 months and health insurance coverage.
  - a. Full coverage: just under \$700 per month. BID would contribute 83%, Katie 17%.
  - b. Cost: \$4,200 a year for full coverage
  - c. Monica recommends pro-rating new executive director's health insurance to 40%.
  - d. Jeannette recommends full health as a reasonable accommodation.
  - e. Kathie Talbot motioned to approve health insurance using the balance on the budget - percentage to be determined by negotiation. Monica Flaherty seconded. Unanimously approved.

### 4. BUDGET - 2015: unanimously approved.

- a. Two payables outstanding: Farmers Mkt & Open Studios

### 5. EVENT COMMITTEE REPORTS.

- a. 5 de Mayo Event -permits submitted (Mayor Catalina & Common Council cc'd), insurance provided, request for showmobile & radio advertisement taken care.
- b. BID Event Support Policy - Monica explains a more standard Event Support Policy to benefit all applicants equally. If approved, the policy will be updated and application form as well to reflect new direction.

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- i. Applicant must be pre-screened prior to attending a Board Meeting. Application to be submitted 6 months prior to the event. Sol suggested a 3-6 month period according to the applicant's event size; however, application may be subjected to less assistance from the BID or be present in BID's general multi-event advertisement.
- ii. First part of policy includes: permits for street/parking lots closures, showmobile if requested, radio advertisement, and if addressed in timely manner could be part of the BID multi-event promo printed materials. BID logo to be included if the BID Board so desires.
- iii. Second part of the policy (Match Marketing Expenses) to be discussed by Committee for final recommendations. It was suggested that this part may not be necessary.

6. FLOWER BARREL - "Shades of Green", same vendor as last year, got the RFP for the same amount to care for planters.

7. FARMERS' MARKET - its Summer/Fall season will begin on June 6, reported its Director, Corinna Makris. Street closure permit was submitted along with insurance. The current indoors season ends at the end of April.

### 8. NEW BUSINESS

- a. Flea Market paper work needs to be submitted.
- b. Sol Miranda recommended that Board meetings be audio recorded for transparency. Mary Foster expressed it may be difficult to understand conversations when they overlap and to identify voices. Jeannette Phillips shared that it may add to the negative cloud that has followed the BID in the past years. Sol added the meetings have been positive and it would be a good opportunity to show this. Monica Flaherty said there are a number of technologies that can be used such as interested people calling in to join the meeting, among others.
- c. BLOCK PARTY - Chuck from The Quiet Man, as per Lou's request, expressed he would make planters for the street closure instead of having orange cones. These could also be shared with the Farmers Mkt. Block Party would begin on Memorial Day Weekend and end on Labor Day weekend with amplified music that will follow the City noise ordinance. Chuck also added that the Block Party would need the support from BID in the area of Radio advertisement. He also mentioned that the petition started by Ken Laudon was signed by 5 of his 14 (or 11) tenants. Sol added that the Block Party music ended at 9:30pm on Saturdays and at 8:00 pm on Sundays. Any complaints about music after that needed to be taken to the restaurants with indoor entertainment after hours. In addition, to her knowledge, only two complaints had come to her attention during the Block Party time line last year. In the end, according to the surveys she had conducted, all in the city of Peekskill had benefited from this continuous event -- Peekskill became a Summer destination. Finally, Kathie Talbot asked Chuck to be clear with the City about having music as it had not been the case in the original proposal last year.

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d. Lou Lanza expressed interest in discussing again (in a future meeting) the initiative to expand the BID to the Riverfront businesses. Sol asked clarification about this procedure. Mary Foster explained that if 51% of the Riverfront businesses vote in favor then that all is needed to expand/include them to the BID. Also, it needs to be clarified if it includes the area in between (contiguous property). Katie Mirkin shared that it could also be two different BID Boards sharing one management.

e. Sunny suggested Katie drafted a letter on behalf of the BID to Mayor Catalina and the Council to see how the BID could collaborate or assist during these times when the City Manager Anthony Ruggiero and City Planning & Development Director Michael Welti had resigned.