

**Peekskill Business Improvement District Association
Minutes of the Meeting of the Board of Directors
January 9, 2012**

On the ninth day of January 9th at 6:00pm a meeting of the Board of Directors (the Board) of the Peekskill Business Improvement District (BID) was held at City Hall.

There being a quorum present, the meeting was called to order at 6:05pm and presided over by Board President Phillips.

Present at the meeting were:

Board President Jeannette Phillips
Vice President Christine Bobolia
Treasurer Jaime Leon
Secretary John Sharp
Acting City Manager Brian Havranek
City Comptroller Charlie Emberger
City Councilman Andrew Torres
Frank Cimino
Frank Catalina
Jason Angell

Absent from the meeting were:

Arne Paglia (with John Sharp serving as his proxy)

Guests at the meeting were:

James Slaughter, Director of Economic Development, City of Peekskill

The business conducted at the January 9, 2012 Board meeting was as follows:

1. Review of past Board meeting minutes

After review, Board President Phillips motioned to vote on approval of minutes:

Yea

Board President Jeannette Phillips
Vice President Christine Bobolia
Secretary John Sharp
Frank Cimino
Frank Catalina

Abstain

Acting City Manager Brian Havranek
City Comptroller Charlie Emberger

Treasurer Jaime Leon
City Councilman Andrew Torres

Jason Angell stated that he would like to create an archive of previous BID board meeting minutes and agendas on the BID website to be accessible to the public.

Frank Catalina motioned to vote on creating an archive of past meeting minutes and agendas on the BID website:

Yea

Board President Jeannette Phillips
Vice President Christine Bobolia
Treasurer Jaime Leon
Secretary John Sharp
Acting City Manager Brian Havranek
City Comptroller Charlie Emberger
City Councilman Andrew Torres
Frank Cimino
Frank Catalina

2. Review BID Budget Worksheets

Charlie Emberger noted that there were a few more invoices to process in 2011, but that it looked like the BID would have a \$15,000 surplus for the year, leaving an overall fund balance of approximately \$75,000. Mr. Angell noted that there were likely \$10,000 in 2011 invoices that needed to be processed, which would bring down the annual surplus and fund balance accordingly. Mr. Emberger noted that we are working towards being able to provide greater line-item budget detail by having Mr. Angell code each invoice.

Acting City Manager Brian Havranek noted that while Cities often carry a fund balance, the BID's fund balance is significant in comparison to general practice. John Sharp noted that the fund balance would enable the BID to take on significant initiatives to improve downtown and that we should concentrate on prioritizing projects so we can move forward with the work. The Board agreed to put off discussion of the fund balance until further exploration of the 2012 work plan.

3. 2012 Annual Meeting & BID Elections

Mr. Angell provided a summary of the key deadlines related to the election as required by the BID By-laws. The Board agreed to the following dates in relation to By-Law requirements:

Thursday, January 11th: Annual Meeting announcement and tenant/owner registration and nomination forms out to all BID members.

Monday, February 6th: Tenant registration and Board nominations due to BID office.

Wednesday, February 8th: Election ballots out to all registered BID members.

Thursday, February 23rd: Annual Meeting and Election held from 6pm-9pm.

John Sharp recommended the Elks Lodge as a location for the meeting, and Mr. Angell agreed to confirm availability and rental pricing. Mr. Sharp also reported that he was gathering catering quotes for the meeting dinner, with a price range of approximately \$30 estimating that we might have 50 BID members attending.

Vice-president Bobolia volunteered to help Mr. Angell prepare the first mailing and Frank Catalina stated that he would also likely be able to provide volunteers. Board President Phillips stated that the BID could use the conference room of HudsonRiver Healthcare to prepare the mailing and she would also be able to provide administrative support.

4. 2012 BID Budget & Work-plan

Mr. Angell offered a Powerpoint presentation that summarized the need for prioritizing BID work projects for 2012 in order to coordinate with other organizations and plan adequately, summarized the 2012 funding that was “fixed” and funding open for allocation towards BID initiatives, and outlined a process for the Board to prioritize BID initiatives. Throughout the presentation, a lively discussion ensued that addressed the following issues:

BID Office

Mr. Angell noted that in past meetings, the Board had discussed a potential partnership with the City on a new BID office location that could also serve as an artist gallery. Mr. Slaughter noted that the City had backed away from the idea due to potential staffing difficulties. Mr. Cimino and Mr. Catalina reported that the spaces that were available in their buildings were now likely unavailable. Vice-president Bobolia stated that we need a stand-alone committee to resolve the office issue. Board President Phillips requested that as Mr. Cimino, Mr. Sharp, and Mr. Paglia have worked on the issue in the past, they make a formal office proposal in the near future.

BID Website

Mr. Sharp stated that in order to create an RFP for the BID website redesign, we must know what we want it to do. Mr. Sharp expressed the opinion that one of the most important aspects of the new website should be that it is user friendly and very simple to maintain. Mr. Sharp, Mr. Cimino, and Mr. Angell agreed to develop a web redesign RFP for the following board meeting.

Farmers Market & Flea Market

James Slaughter noted that Poughkeepsie has a great deal of food vending tied to their Farmer’s market which seems to be very successful. Mr. Angell noted that economic evidence shows that quality public markets can provide a great deal of spill-over benefits to downtown businesses, supporting the idea of a market expansion. Board President Phillips suggested that we should focus on working with downtown businesses to better take advantage of the activity generated by the markets. Councilman Torres noted that many downtown businesses remain closed during night events, so working with them to stay open is necessary.

General Advertising

The Board engaged in a discussion about the need for the BID to engage in more active promotion of Peekskill as a destination. Board President Phillips reported that the Peekskill T.E.A.M. is making progress on a logo and that we should continue to work with them to ensure collaborative promotion efforts. Frank Cimino called for the Peekskill downtown brochure to be updated, with promotional materials updated in varying kiosks. John Sharp stated that he would follow up with 3&Co about updating the brochure. Mr. Slaughter noted that we should promote the whole city beyond downtown, including Depew Park and Blue Mountain Park. Councilman Torres expressed the idea of organizing promotion efforts to attract bicyclists downtown, as there are many who come to ride along the river trails and parks.

Paramount/Restaurants Communication

It was generally agreed that the downtown would benefit from greater communication and collaboration between the Paramount and restaurants and pubs. Mr. Angell reported that he is working with the new Paramount Executive Director Lisa Reiss to organize a meeting and agreed to report progress at the next board meeting.

Street Improvements

Acting City Manager Brian Havranek reported that the City has an active relationship with the Chamber of Commerce to hire one PT street cleaner, which could be expanded if the BID was interested in doing so. Mr. Sharp stated that noise complaints are increasing from residents due to the success of downtown restaurants and pubs and that the BID could consider investing in street signage to remind patrons to respect neighbors. Mr. Angell noted that other BIDs have sponsored store signage such as "blade signs" which are a low-cost investment that helps bring together a downtown.

In lieu of time, the Board agreed to move on with the discussion. Mr. Angell summarized the process ahead to come to agreement on the 2012 work priorities: every Board member would receive a ballot to "prioritize" BID work initiatives and approximate budget allocations, which would be due by Monday, February 15th. Mr. Angell would then use all completed priority ballots to develop the 2012 budget at the February board meeting.

5. 2012 Ad in the Chamber of Commerce Brochure

Board President Phillips motioned to vote on continuing the BIDs advertisement in the 2012 Hudson Valley Gateway Chamber of Commerce Directory at a cost of \$900:

Yea

Board President Jeannette Phillips
Vice President Christine Bobolia
Treasurer Jaime Leon
Secretary John Sharp
Acting City Manager Brian Havranek
City Comptroller Charlie Emberger
City Councilman Andrew Torres
Frank Cimino
Frank Catalina

Meeting adjourned.