

**Peekskill Business Improvement District Association
Minutes of the Meeting of the Board of Directors
May 1, 2012**

On the first day of May 1st at 6:00pm a meeting of the Board of Directors (the Board) of the Peekskill Business Improvement District (BID) was held at the Neighborhood Center.

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

Present at the meeting were:

Board President John Sharp
Vice President Amy Harte
Secretary Christine Bobolia
Treasurer Frank Catalina
Jeannette Phillips
Ken Laudon (arrived at 6:25pm)
Acting City Manager Brian Havranek
City Comptroller Charlie Emberger
City Councilman Andrew Torres
Jason Angell

Absent from the meeting were:

Jaime Leon

Guests at the meeting were:

Ruben Alvarez, BID member
Maureen Winzig, BID member

The business conducted at the May 1st, 2012 Board meeting was as follows:

1. Review of past Board meeting minutes

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

Yea

Board President John Sharp
Vice President Amy Harte
Secretary Christine Bobolia
Treasurer Frank Catalina

Jeannette Phillips
Acting City Manager Brian Havranek
City Comptroller Charlie Emberger
City Councilman Andrew Torres

2. BID Member Open Floor

Maureen Winzig presented the Open Studios concept to the BID Board. Open Studios this year would include performing arts at the Energy Movement Center, an exhibition at the Peekskill Coffee House, an exhibition at the Paramount Center for the Arts Gallery, a judged arts competition at the WCC, and a potential partnership with the Peekskill Museum with Historical Art. The Open Studios organizing group has been approaching local businesses for contributions and would like to approach the BID for sponsorship. Mr. Angell noted that the Board would be reviewing the 2012 BID funding application at tonight's meeting which he would send to Ms. Winzig after approval.

3. Review BID Budget Worksheets

Charlie Emberger noted that there were not a great deal of expenses for 2012 so far, as the great bulk of programming lay ahead. After review, Board President Sharp motioned to vote on approval of BID Budget worksheets:

Yea

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

4. Events Committee/Jazz & Blues Festival

Board President Sharp reported that the Event Management RFP had received four proposals in response and that the Jazz & Blues Committee would be reviewing the proposals and selecting vendors in the coming weeks. Mr. Sharp also noted that he was in favor of expanding the genre of music performed at the festival, if not renaming the event the "Peekskill Music Festival" so it can expand to a city-wide music event in future years. Mr. Angell noted that a meeting of downtown restaurants was being organized to recruit local businesses to host a band earlier in the day to extend the music schedule and to discuss food vending opportunities. Mr. Sharp concluded the report by stating that the BID should organize a meeting for all BID members to discuss how to structure the festival so it

best helps promote local commerce. Vice President Harte agreed that expanded genres could bring in a larger audience and mentioned the idea of expanding to two stages if this year's event grows again.

5. Farmers Market Expansion

Mr. Angell reported back on what he had learned from the City regarding the use of Pugsley Park for an expanded food court at the farmers Market: Bernis Nelson had reviewed the deed to the City and it bars all commercial activity from occurring in the park. This effectively ends the possibility of having a food court in the park. Acting City Manager Havranek suggested that the sidewalks outside the park might still be a possibility, with the inside used for entertainment and families pic-nicking. The committee agreed to meet in the coming weeks to set up an expansion plan.

6. Quality of Life Committee/Downtown Gazebo

Mr. Angell reported that there would be a Gazebo working team meeting on April 5th, consisting of Acting City Manager Havranek, John Sharp, Chris Bobolia, Arne Paglia, Frank Pugliese, and Gabriel Arango. Acting City Manager Havranek noted that one of the potential complicating factors was union laws on the prevailing project and how that impacts the use of volunteer labor. The Board tabled this issue for discussion by the Gazebo working team. Jeanette Phillips emphasized that it is important to make clear to BID members and volunteers that this is a temporary fix before a larger City renovation.

7. BID Advocacy/Tattoo Public Hearing

Councilman Andrew Torres reported that there would be a public hearing on a change to the City's noise ordinance laws on April 9th and a public hearing on the tattoo zoning issue on April 23rd. Board President Sharp reported that he would testify at the public hearing on behalf of the BID and Mr. Angell would be drafting a position statement in support of the zoning change on behalf of the BID.

8. BID 2012 Funding Application

The board reviewed the 2012 funding application that Mr. Angell had drafted. Vice President Harte suggested that the application be combined so there is a single application for all applicants for BID funding. Ms. Harte also suggested that a requirement be put in place before the project date so applicants couldn't ask for funding at the last minute when the chances of a successful event were small.

9. Marketing Committee/BID Website

Vice President Harte reported back that the marketing committee had decided to select Limit 8 as the winning vendor for the website RFP. Ms. Harte noted that they submitted a proposal that addressed all RFP needs, had excellent web development experience, and were the best candidate to deliver the functionality of the website we want in the budgeted amount. Ms. Harte also noted that the Marketing Committee had decided that we need to hire a photographer to capture a high quality

archive of Peekskill images to use in marketing. The Marketing committee promised to follow up next meeting with a further proposal.

10. Cinco de Mayo

Ruben Alvarez came in front of the BID Board to ask for financial sponsorship of the Cinco de Mayo event. Ruben reported that he paid for all of the talent last year. Mr. Alvarez noted that he can run the festival smoothly and that in past years it has drawn roughly 3,500 people to downtown. Mr. Alvarez said that he would not bring in outside vendors to the event because it can take away business from other local businesses.

Mr. Angell reported that last year the BID's expenses for Cinco de Mayo were approximately \$3,900 and this year the BID budgeted \$3,250 in support of Cinco de Mayo. Mr. Angell also noted that in a meeting with Mr. Alvarez, Mr. Alvarez reported he needed \$4,000 from the BID to make the event more successful. Mr. Laudon noted that it was very late to be putting these types of basic plans in place and impossible to quantify what amount of people the event attracted and how it actually helped businesses. Mr. Alvarez asked for more funding from the BID in order to do more marketing to attract more people to town and to help with the costs of clean-up.

Councilman Andrew Torres motioned increase the BID 2012 funding amount to \$5,000. Mr. Laudon amended the motion to \$4,500, with City Comptroller Emberger seconding the amendment:

Yea

Secretary Christine Bobolia
Treasurer Frank Catalina
Jeannette Phillips
Acting City Manager Brian Havranek
City Councilman Andrew Torres

Nay

Board President John Sharp
Vice President Amy Harte
City Comptroller Charlie Emberger

Meeting adjourned.