

## MINUTES - Peekskill BID Board Meeting on Tuesday, May 5, 2015

In Attendance: Board Members: Howard Copeland, Sunny Cover, Monica Flaherty, Lou Lanza, Ken Laudon, Deb Milone, Sol Miranda, Jim Pinto, Kathie Talbot

Absent: Gabriel Arango Jr. and Giovanni Stiefelmann

In Attendance Non-Board Members: Mary Foster (former Peekskill Mayor), Corinna Makris (Director, Peekskill Farmer's Market), Roya Zarrehparvar (owner of The Coop), Maureen Winzig (President of Peekskill Arts Alliance)

Meeting Called to Order: 5:12 pm

### 1. PUBLIC COMMENTS:

- a. City Council Meeting on Monday, May 11 was announced to discuss potential collaboration in the area of restaurant outdoor seating and latest staff vacancies.
- b. Sunny made a motion to approve radio advertisement for the Block Party Music Series pending City approval of Restaurant owners' request for this event: street closure & music from Memorial Day to Labor Day Weekend on Saturdays & Sundays.
  - i. This motion was approved.

### 2. CONSENT AGENDA: Board approved the minutes of April 7, 2015 meeting & Budget.

### 3. Recently hired Executive Director, Katie Mirkin resigned. Sunny recommends candidate Bill Powers to be approved as the New Executive Director.

- a. Mr. Powers has vast experience in high-profile executive roles such as being the Exec Director of the Hudson Valley Gateway Chamber of Commerce in Pkskl for 8 years and the current President of Powers Public Relations/Powers PR Video. He also headed Peekskill Celebration and is the Chairman of the St. Patrick's Parade Committee.
  - i. Board approved motion to hire Mr. Powers as the New Exec. Director of the Peekskill BID upon meeting with Monica and Sol on Thursday, May 7.
  - ii. Monica suggests the Board must have clear directions to act as a unified Board under the the new ED. In addition, an in depth discussion of the Mission.
  - iii. Mr. Pinto adds the BID Board should supply especially in the area where the city government can't for the businesses due to limited resources.
  - iv. By-laws to be discussed for everyone's understanding.

### 5. OPEN STUDIOS: 20 Ads ready for Open Studios on 5/8 & 5/10. City Permit and Insurance submitted and banners to be installed.

- a. Monica made a motion to approve the last Matching Grant from the BID for Open Studios of \$750. In addition, \$500 in Radio Ads.
- b. The Board approved this motion.

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### 6. EVENT COMMITTEE REPORTS.

- a. BID Event Support Policy - Monica explained the Report. The current pre-screening application will be updated with additional supplements.
  - i. The BID will not offer Matching Grants as they can be potentially unfair and lack clarity/transparency. Last matching grant to be given to PAA for Open Studios 2015.
- b. JAZZ & BLUES FESTIVAL
  - i. After evaluating two options: two applicants joining forces to produce the festival vs an independent group headed by Rich from 12 Grapes Restaurant, it seems financially beneficial to the BID to have the latter be in charge of the Jazz & Blues this year where the focus will be more on local yet quality entertainment. The BID will expect this group to maintaining the highest standards of the festival as a brand and to discuss with the Board key elements such as: showmobile placement, vendors, etc. If they cannot provide sufficient budget and direction, then the BID reserves the right to not have the festival this year.
  - ii. An RFP will go out this August for Jazz & Blues 2016. New Exec Director will be in charge of creating and sending the RFP out.

### 7. FARMERS' MARKET -

- a. Corinna explained the reasons why Rhonda's application (from Healthway Farms) had been declined: Rhonda can show a level of aggression and has used foul language against many patrons and vendors. According to Corinna: (paraphrased) *for one supporter of Rhonda's presence in the market, there are at least a dozen patrons who do not want to deal with her*. Corinna asked for support and guidance. Sunny mentioned letter forwarded by Sol to the Board Members who had previously been informed by Corinna of the situation via email. This letter was written by a Peekskill resident and FM patron, Susie Erdey. The Board supported Corinna's decision after she also added information about other Rhonda's business practices that are unacceptable as well.
- b. Bread Alone was also declined. Among one of the reasons is that is already in 50 markets.
- c. As Corinna has the authority & support of the Board, some members suggested she communicates similar issues in the future to create alternative ways to better deal with vendors and patrons before it reaches critical mass. It was suggested she reaches out to the community via FM FB page or the BID website regarding this pressing situation.

### 8. LOU'S LETTER TO CITY

- a. Monica suggests that while the the City is the enforcer, the BID should act as a unified entity that brings a consensus among all the restaurant owners regarding outdoor seating. Sol agrees that the City should be the enforcer -- maybe the police can remind owners of sidewalk obstruction if number of tables exceeds the rule. While seeing tables in front of restaurants is nice, the Gazebo should be clear. The law does not allow for tables in this area. Mary Foster pointed out it is not safe either.

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- b. The permit request form to have tables outside seems generic.
- c. The Board approved to have new Exec. Director to write a Seasonal Letter to restaurant owners reminding them to renew permits for outdoor seating, keep the streets clean, and include City Permit Form in the letter.

### 9. VOTES

- a. The Board approved the following:
  - i. Event Policy Report by Monica/Event Committee
  - ii. Add to Bylaws the specific wording to allow for electronic voting (E-Voting) - Ken abstained.
  - iii. Radio Spots for Block Party Music Series pending on City approval.
  - iv. To hire Bill Powers as new Exec Director of the BID upon meeting with Monica & Sol on Thursday, May 7.
  - v. PAA will receive \$750 in matching grants and \$500 in radio spots.
  - vi. To allow independent group headed by Rich from 12 Grapes to produce the Jazz & Blues '15 pending on a presentation/proposal in two weeks (May 19) that will satisfy the BID.
  - vii. For new ED to create RFP for 2016 Jazz & Blues by new ED to be sent out in August.
  - viii. To create a Marketing Committee: with Sunny, Corinna, Deb, John, Lou and   ?  .
  - ix. For new ED to write a Seasonal Letter to Restaurant owners and other businesses re outdoor seating, permits and keeping Peekskill clean.