

## MINUTES - Peekskill BID Board Meeting on Tuesday, November 10, 2015

In Attendance: Board Members: Gabriel Arango Jr., Sunny Cover, Monica Flaherty, Lou Lanza, Sol Miranda, Jim Pinto, Giovanni Stiefelmann, and Executive Director William Powers. Absent: Ken Laudon, Deb Milone, Kathleen Talbot

In Attendance Non-Board Member: Jonathan Close (Paramount's Chief Operations Officer)

Meeting Called to Order: 6:05 pm

### PUBLIC COMMENTS:

Mr. Close requests the Board to consider supporting the Paramount Rock of Ages Band performance on New Year's Eve (Dec. 31, 2015) to join the Ball Drop End of Year Celebration with promotion/advertisement. Mr. Close shared the Paramount will be reaching out to downtown restaurants who may want to participate offering a "One Drink Voucher" and a discount package to restaurants who can offer a ticket to the show and dinner in an earlier time slot which may give restaurants a second seating on New Year's Eve. The concert would take place from 8-10pm aprox, with dinner at 6pm.

Mr. Arango, Ms. Flaherty and Mr. Pinto supported the idea as a beneficial opportunity to attract more people to Peekskill earlier and to encourage them to stay around for the Ball Drop event.

The Paramount Request re Rock Of Ages advertisement/marketing support was unanimously approved and Mr. Powers was asked to include the event where ever appropriate and within existing holiday advertising plans.

MINUTES for Oct. 13 - Approved. (Mr. Arango and Ms. Cover abstained.)

a. Mr. Lanza made a motion to approve the Minutes, Ms. Miranda second, the rest approved. Ms. Flaherty had Councilwoman Talbot's proxy.

### 3. FARMERS MARKET

There was some discussion about the Farmers Market budget and income shortfall and higher than expected expenses. Mr. Powers was asked to have Corinna attend a future Board meeting to discuss the market budget for next year.

### 4. KEON

a. As per Mr. Powers' suggestion to the Board, we may want to wait until next year to bring KEON workers on as the BID will need to tap into its Budget reserves to pay for the program. KEON's workers are to keep heavily pedestrian traffic

areas clean through sweeping and litter pick up.

b. If present budget allows, Ms. Flaherty advises a 6 week pilot/test program where workers clean 3 days a week, then evaluate and decide for next year. Proposal to pay KEON \$4,000 for this test period. KEON should collect data as per amount of garbage bags per area of downtown. Board approved resolution authorizing Mr. Powers to enter into an agreement with KEON on these terms.

### 5. HVCCA requests \$2,000 for Holiday Window Art Installations

a. Ms. Miranda reminds the Board HVCCA is not a BID member and the budget is tight. Mr. Lanza adds that HVCCA as of late has received about \$30K in business support/sponsoring for Peekskill Project. Ms. Flaherty suggest to give them support via email/advertising. Board voted unanimously to decline the request for funding.

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6. TRAIN STATION BUILDING is being planned as a Hudson Valley Taste of the Hudson Valley Market and Gateway Chamber of Commerce satellite office through an RFP process. Board voted unanimously in favor to authorize Mr. Powers to write a letter of support when needed.

### 7. 2016 Budget and 2015 Budget Review

- a. Mr. Powers reviewed the 2015 Budget and indicated that the BID should be able to cover its expenses through the end of the year with its projected income and not have to tap into its fund balance.
- b. He and Mr. Giovanni had met and developed the year end projections and the 2016 budget (which is based on 2015 actual expenses).
- c. He also presented the BID's 2016 proposed budget. Mr. Powers pointed out the the BID has \$100,000 in guaranteed income from taxes and advised the Board to look at the Farmers Market and Flea Markets as revenue neutral for planning purposes. He also stated the BID has approximately \$45,000 in fund balance (leftover from previous years).
- d. He further explained that the KEON street cleaning project is not sustainable in future years and it was suggested by Mr. Lanza that the BID host an online auction to raise money to cover the program costs. Ms. Flaherty suggested that KEON run the auction with the BID's help.
- e. Mr. Lanza requested the Jazz and Blues line item amount be changed to "Quarterly Events" and Ms. Flaherty requested that all 2016 expenditure over \$1,000 come before the board for approval.
- f. Mr. Powers explained that he has to transmit the budget to the City Manager by the end of November to be in compliance with the bylaws.
- g. The board voted unanimously to approve the budget as submitted, along with Mr. Lanza's request the Jazz and Blues line item amount be changed to "Quarterly Events" and Ms. Flaherty's request that all 2016 expenditure over \$1,000 come before the board for approval.

Streetscape Improvements – Mr. Powers attended a City-sponsored meeting to discuss the Division Street/South Street/Brown Street improvement project. Mr. Powers indicated that Frank Cimino, Arne Paglia, John Weeks and others had attended the project overview meeting. The project will include new lighting and sidewalks and trees and benches and possible bike racks. Ms. Cover and Mr. Lanza asked if Mr. Powers could facilitate a meeting with the planners. Mr. Powers said he would.

Meeting was adjourned at 8:20pm.