

MINUTES - Peekskill BID Board Meeting on Tuesday, October 13, 2015

In Attendance: Board Members: Monica Flaherty, Lou Lanza, Deb Milone, Sol Miranda, Giovanni Stiefelmann, Kathie Talbot

Absent: Gabriel Arango Jr., Sunny Cover, Ken Laudon, Jim Pinto

In Attendance Non-Board Members: Corinna Makris (Director, Peekskill Farmer's Market), John Sharp (Owner, Birdsall House & Gleason's) End of Year Ball Drop organizer, Kenny Lewis, and DPW Director Bren VanZandt

Meeting Called to Order: 6:07 pm

1. PUBLIC COMMENTS:

- a. Mr. Lewis requests the Board consider supporting the Ball Drop End of Year Celebration with a \$5,000 sponsorship. In addition, he encourages the BID to consider taking on this event in the future. It was a successful event for all businesses in the downtown area. This year the Ball would be on a pole on the roof of The Hudson Room (not on a crane as last year) while the stage will remain where it was last year — this set up would make the event more inclusive of other streets such as South Street and Brown Streets.
 - i. According to Mr. Stiefelmann the budget may not allow for Kenny's total amount request.
 - ii. Everyone agrees this is a great event for the downtown, however, Monica Flaherty wants to be mindful of the Event Policy for fairness and uniformity.
 - iii. John added that before this event nobody would come to visit downtown on New Year Eve.
- b. Director of the Department of Public Works, Mr. VanZandt explained the road work stages on North & South Division for the next two-three weeks and that he will keep the BID director informed of scheduled work. Mr. Powers said he would send out an eblast to BID members once the schedule was finalized.

2. FARMERS' MARKET

- a. Ms. Makris reported that recent events at the Market such as HVCCA participation was well received. In addition, her budget reflects a smaller projected profit which differs from the projected revenue from the approved budget. Mr. Powers and Mr. Stiefelmann will review the budget projections. Mr. Powers complimented Ms. Makris on a job well done at this year's market, especially her social media outreach. Both acknowledged that after the initial issues with some of the vendors, the market has been running smoothly.

3. END OF SUMMER JAM:

- a. The Paramount reported their End of Summer Jam was not successful. Deb added it seems they want to do a Latino Street Fair to celebrate Hispanic Heritage with Comite Latino in Sept 2016. She is concerned about this as the Business Comité Latino is under the Chamber of Commerce, and she will be very busy with the Expo. Ms. Flaherty expressed this is not BID business. Ms. Milone explains Comite Latino may come to the BID to request support for this fair with the Paramount and it will need to be approved by the Chamber Board. Ms. Miranda adds this may bring some conflict and expresses that Comite Latino may even consider to be independent from the Chamber as a possible option among others.

4 . EXECUTIVE DIRECTOR'S REPORT:

- a. Mr. Powers indicated that we should review the BID event policies for next year, suggesting that we offer matching advertising dollars instead of outright advertising; cease offering the insurance coverage

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since the BID has no managerial control over the events but is assuming liability; require those asking for funding to come before the board earlier next year with a timetable that allows maximum benefits.

b. Mr. Powers also indicated that he and Mr. Stiefflemann will be reviewing the budget through the end of the year and will develop a budget for consideration in November which has to be approved by the Board and sent on to the city.

c. The Downtown map for the information kiosks is completed and will be printed.

d. In light of the revenue shortfall attributed to the Farmers Market revenue projections (about \$10,000), Mr. Powers held off on starting the KEON street sweeper initiative until he could determine whether the BID could cover the program costs.

e. Mr. Powers is working with the City Parks Dept. on the holiday tree lighting and other events.

5. MINUTES: Board approved August 4, 2015 and September 1, 2015 BID Board of Director's Meeting Minutes.

6. BALL DROP FUNDING: No vote or decision was made about funding the Ball Drop.

7. Meeting adjourned at 7:35pm.