



Peekskill Business Improvement District Minutes
Tuesday, August 7, 2018
Hudson Valley Gateway Chamber of Commerce
One South Division Street, Peekskill, NY

Call meeting to order

Meeting called to order by President Brian Fassett at 6:05pm.

Present: Brian Fassett, Frank Pugliese, Brendon Fitzgerald, Jeorjia Shea, Ann Scaglione, Sean Kearney, Jeff Tracy, Jim Pinto, John Sharp, Executive Director Bill Powers. Absent: Larry D'Amico. BID members present: Mary Foster

BID members to be heard: Mr. Fassett presented a board request that BID members will be heard at designated times at beginning and end of meeting rather than during meeting time in order to attend to the business of the BID; to take effect next meeting date. Mr. Fassett would also like to make sure the meeting agenda is completed in advance and posted on the website for members to review prior to meeting. Mr. Fassett also felt perhaps this would boost attendance from members if they were aware of topics to be discussed.

Members Heard: Ms. Foster requested minutes be posted sooner after meetings and agendas be posted on the website.

Flower Barrels: Ms. Foster noted that the flower barrels looked good, with some needing weeding or attention. Mr. Fassett explained that the BID had reached out to some of the landscapers to see if they would come in and do such work, but we have not had any takers. Ms. Foster commended the city on the watering efforts.

Event Policy: Ms. Foster also requested clarification on the BID's event process and policy as it relates to the proposed Harvest Festival. Mr. Powers explained that the BID event policy is for members coming forward to ask for support from the BID. Mr. Fassett said the Harvest Festival will be a BID-sponsored event. Ms. Foster would like further clarification on events moving forward.

July 10, 2018 minutes: Motion was by Mr. Pugliese and seconded by Mr. Kearny to approve the minutes from the July 10, 2018 Board of Directors meeting. Approved with two abstentions by Mr. Pugliese and Mr. Pinto.

Resignation of Deputy Mayor Kathie Talbot as BID Liaison from the City Council: Mr. Fassett announced the resignation of Kathie Talbot as Council liaison to the BID – a new rep will be appointed by the Council shortly. Mr. Pugliese suggested the BID do something to thank Ms.

Talbot. Mr. Fassett and Mr. Powers agreed the BID should do something at an upcoming Council Meeting in September.

Mr. Sharp arrived.

Downtown Banners: Mr. Fassett stated that he was still working with Enormous Creative on the street pole banners featuring dining, art, history, shopping and entertainment. The new designs were submitted and reviewed; modifications are being made, with final designs to be completed later this month. The design phase should be complete by months end.

Division Street Art Sculptures: Wilfredo Morel will handle refurbishing the smaller sculpture and will relocate it to the Hudson River Health Care art park. The larger sculpture will be refurbished and moved to a possible location in South Street. Mr. Fassett has been in touch with the ~~later~~ artist and he has the medallion that once hung from the sculpture. He was willing to refurbish the sculpture and make an official donation to the city. Mr. Sharp and Mr. Fassett will assist in the location and then present to Brent VanZandt for approval.

South Street Benches: Mr. Fassett again requested to know where the benches on South Street were removed to, and if we had permission to relocate them within the BID district. Mr. Pinto stated he did raise the question before and that he would check with the city and get back to the BID.

Temporary Parking Signage: Mr. Tracy gave a presentation along with Ms. Shea with the results of their walk around survey of signs. Their findings: There was poor parking signage from inbound roads. Existing signs were hard to read/see. There was no uniformity in signage. Signs in the garages were in bad condition.

They suggested designing and placing 15 new signs at a cost of \$205, one sided, 2'x4' size at key locations, 4 eyelet signs with pole pockets, vinyl, pointing to "municipal parking," three 3'x10" banners for \$183 saying "park and pay here," four 2'x3' banners for \$92 stating "park in numbered spaces."

Mr. Fassett reminded the board that at the June meeting, the board had approved up to \$1,000 for temporary signs.

Both Ms. Scaglione and Mr. Pinto noted that the City has a plan for new signage, and it will be presented to the Council shortly; City has allocated monies for temporary signs and they cautioned that we should coordinate with the city. Locations of the signs would have to be approved by the city and possibly by the state or county. Mr. Pinto suggested a walk around with both the BID parking committee and appropriate city representatives. Mr. Sharp would like to see the signage moved along. Mr. Fassett stated that he would provide a map of the downtown to Mr. Tracy.

Mr. Tracy also noted that cars in the Nelson garage seem abandoned and covered in dust and should be addressed.

Peekskill Harvest Festival: Mr. Fitzgerald gave an updated Powerpoint presentation from the Festival meeting on 8/6/18. Minutes went out from that meeting. Mr. Powers has handled the permits and completed other city forms for police/DPW overtime and the rental of the showmobile. All city fees will be paid this month. Flyers are being printed for vendor fees, sponsorships, waivers, etc. Festival is generating a lot interest on Facebook and received over 7K likes organically.

Mr. Fitzgerald requested people to head the sub committees sponsors, vendors, logistics, volunteers, and advertising. Enormous Creative is helping with graphics. Mr. Fassett requested that all Board members step up to join one of these sub-committees. Mr. Sharp agreed to be part of each committee. Mr. Kearney stated he would help with sponsorships. Ms. Shea will handle vendors, and will reach out to Lafarn from Fern Tree to assist. Mr. Sharp suggested we expand the footprint of the event to include the "K Lot" parking lot. We determined to add the lot, and if needed we can use or not. Mr. Powers will add the lot to our permit request. Mr. Sharp agreed to reach out to previous vendors like Crossroads, etc.

The BID is offering a 10% discount to any vendor who got washed out of the Expo. Not for profit groups are being charged \$75. Packaged foods would be considered retailers. Mr. Fassett is working on a map layout for the event. Showmobile stage will be closer to The Bruised Apple.

Mr. Tracy asked if we have a parking plan for the event. Mr. Sharp explained this has not been a problem in the past, people will find parking. Mr. Fassett asked if the shuttle was going to run and was there a possibility to use it for the event. Mr. Sharp stated all we would need was a paid driver. Mr. Sharp will confirm. Mr. Powers stated we did give the \$2,000 already and perhaps that would cover our need. Mr. Powers will look into the potential.

Festival will run from 2pm to 10pm with kids activities from 2pm to 5pm or 6pm. Mr. Fitzgerald stated that he is planning to have 10 portosans on site for the event. Mr. Fassett explained that we are working with a liquor license consultant to help us through the SLA beer permitting process; she is used by many other local restaurants/bars. She will be paid \$250. Thus the BID will be in charge of beer sales and all proceeds will return to the BID. Mr. Sharp will assist to provide certified Bartenders so that the insurance needs are covered. We will meet with the police and discuss event procedure.

Mr. Fitzgerald mentioned we will be ordering shirts for the volunteers for that day.

Esther Street was added to the permit, and the Peekskill High School reunion will be taking place over there as well in conjunction with the Beanrunner Café. There will be steel drum band and reggae band on that street. We'll have a banner regarding the "Second Stage".

There was some discussion on a rain date and Mr. Fitzgerald said this will be a rain or shine event. Mr. Powers is checking into rain cancellation insurance coverage. Mr. Sharp suggested we could move some bands into restaurants if we have a large weather event to contend with. Mr. Sharp suggested using flea market manager Ferdinand Aiello to handle vendors the day of the event as he has done in the past for the BID events. Mr. Powers will contact him.

Mr. Powers asked Ms. Scaglione if there were any other ways to receive funds into our account, ie credit card etc to assist in vendor procession. Ms. Scaglione will follow up but did not think there was an option. Ms. Scaglione will send tax exempt number and EIN to Bill.

Website/Social media: Mr. Fassett and Mr. Powers met with two local companies to discuss creating a new website; it was suggested that the site be rebuilt from scratch, at a potential cost of between \$3K-\$3.5K, with app. \$300-500/month for maintenance thereafter. Safe Cloud and Enormous Creative are the potential vendors. Mr. Fassett presented the various options and stated that he and Mr. Powers wanted to use Enormous Creative for the social media and Safe Cloud for building the website. This would allow us not to overwhelm one company, but allow us to get it all moving at one time. Mr. Fassett brought copies of proposals to review.

Mr. Fassett said the proposals were designed for the website to house BID information and archive minutes; feature a central calendar; allow new members to register; it will also populate a membership roll and allow easy dissemination of info to membership.

Mr. Fitzgerald suggested that one company do all facets of the site and the BID's social media. He explained we should maintain full rights to the website and if we are not satisfied with the vendor moving forward that we are not locked out. Mr. Sharp felt splitting the roles would be a potential disaster. Mr. Fassett again reviewed and laid out the budgets from both companies. Mr. Tracy suggested we spend less money and attempt to outsource this work. Mr. Sharp has worked with both companies and feels Enormous Creative has more to offer. Mr. Fassett is concerned with the time frame; Mr. Sharp explained that we will have to actively manage the timeline and expectations. After discussion, motion was made by Mr. Fitzgerald and seconded by Mr. Sharp to spend up to a maximum of \$3,000 on the building of the site and no more than \$300 month on social media and website updates. All in favor, vote was unanimous.

Budget Review: Mr. Powers reviewed the budget, we are in good shape-the Farmer's Market and Flea Market are both doing well. Mr. Fassett asked for a short spreadsheet of allocation vs. resources, Mr. Powers will prepare.

HVCCA Seeking Grant for Central Avenue Lighting/Enlightened Peekskill 2019-2020: Mr. Fassett indicated that HVCCA is asking for BID support (not financial) to revitalize lights and streetscape from the Central Ave bridge to Police HQ with a focus on art, safety and scenic elements. The grant has safety as a main focus. This is early in the project and the city council would have to weigh in.

Art Prints on South Street: Mr. Sharp spoke on Mr. D'Amico's behalf. Mr. D'Amico is having some difficulty in getting the building owners' attention on this project. Will provide update next month.

BID Member Concerns:

Ms. Foster asked for clarification of the agenda items indicating they were not always clear as to what the exact topic is.

Ms. Foster also asked what the theme of the Harvest Festival is. Mr. Fassett stated that it is a "festival with music," with an eclectic mix of bands and live performers, beer, food, vendors and some kids activities: there will likely be a bounce house, face painters, and other family oriented booths, still to be determined.

Ms. Foster suggested pumpkin painting or carving pumpkins for the kids area. Mr. Fassett asked Ms. Foster help coordinate the Kids Zone and she indicated that she would help.

Ms. Foster also asked if the Go Peekskill shuttle received any funding from the IDA. Additional info was requested of them, but never supplied. Mr. Fassett explained we did agree to move forward with the initial \$2,000 of BID funding to help get them up and running. Mr. Powers noted that the IDA had budgeted \$9K in potential funding and the BID \$4K based on their original proposal.

Ms. Foster also commented on how the closing of the "10 block" of North Division St was adversely affecting businesses on that block and elsewhere in the downtown. She suggested that the street not be closed on Sundays and what happens when there is no music? Mr. Fassett explained this is an agreement between Division Street Business Association and the City, this is not a BID activity. Discussion continued. Mr. Fassett indicated that there have also been issues with installing and storing the bollards. He is very concerned with them being simply piled on the side of the road. Ms. Foster will take up these concerns directly with the council.

Adjournment at 7:20pm

Respectfully submitted,
Frank Pugliese, Secretary