



Peekskill Business Improvement District Minutes
Tuesday, January 9, 2018
Hudson Valley Gateway Chamber of Commerce
One South Division Street, Peekskill, NY

Call meeting to order

Meeting called to order by Executive Director Bill Powers at 6:00pm

Present: Louie Lanza, Frank Pugliese, Giovanni Stiefelmann, Roya Zarrehparvar, Jeorjia Shea, Brendan Fitzgerald, Sean Kearney, Kathie Talbot, Jim Pinto, Executive Director William Powers

Absent: John Sharp, Ann Scaglione

Member Guests: Sepp Spenlinhauer, Mary Foster

Guests: City Manager Richard Leins, IDA Consultant Lewis Wendell and City Councilman Colin Smith.

AIM presentation: Ben Green presented an update on AIM 2018 (Arts, Industry, Media), an initiative to market the greater Peekskill area as a hub for tv, film, graphics, gaming, editing, videography, etc. Website is www.artindustrymedia.com and contains a list of like minded and supportive businesses. AIM is an offshoot of the Hudson Valley Gateway Chamber of Commerce. First big event is scheduled for March 24-25 2018 with events through out Peekskill including noted speakers and presentations. Mr. Green noted that AIM's goal is to market and promote the Peekskill area as a resource for the film, television, gaming and multi-media industries. He also noted that there are some highly influential people backing AIM and its mission. He further stated that a major company may be locating its HQ in Peekskill, which will help propel AIM forward.

PEP Committee: Ms. Talbot reported that there were many positive comments received about the holiday decorations; the committee wants to build on the success and is planning projects for the upcoming year; flower barrels and banners are planned for the spring. Mr. Lanza suggested the use of old beer barrels for planters; they could be painted and used as additions to the existing pottery planters, he will look into and report back.

Retail Committee: Ms. Shea reported that it snowed on the "shop-hop" day, sales were not what they could have been. Reported that sales were off by 20% over last year. Additionally, the ongoing sidewalk repair work was a big obstacle to shoppers; she questioned the decision of having to pay the meters during the Holiday season. Mr. Powers noted that free parking was offered in the parking garages as a way to entice people to park in them garages. He further

noted that the city loses \$70,000 a year when on street and garage parking is offered for free. Mr. Powers noted that Mt. Kisco offered free parking only on Thursdays during the holidays. Mr. Pinto stated that better signage is needed to direct shoppers to the parking garages. Mr. Leins was asked about the parking study which would cover new signage recommendations and he stated that the results are to be shared soon.

Executive Director's report:

Mr. Powers reported that the toy giveaway held at the Paramount, sponsored by the Chamber and the BID was a success; about 700+ toys were given out this year, more than 2x the amount given away last year; every child got a toy, it was well attended and received. Mr. Powers noted that Councilman Smith and Councilwoman Talbot attended.

Mr. Powers noted that BID Board elections are upcoming, nomination forms will be going out shortly. Date of the annual meeting will be announced and will be held at the Eagle Saloon. Mr. Powers encouraged any one interested in running for a seat to submit their interest.

Mr. presented an analysis of the Shuttle Survey results, he will send out a summary shortly, but the shuttle was an overwhelming success. Ms. Foster asked if there was any data on how much the shuttle patrons spent in the downtown. Mr. Powers stated that that information was not requested on the survey and could be something to add in 2018 if the shuttle goes forward.

Mr. Powers also presented remaining dates for 2018 meetings: Tuesday, February 6, 2018, Tuesday, March 6, 2018, Tuesday, April 3, 2018, Tuesday, May 1, 2018, Tuesday, June 5, 2018, Tuesday, July, 10, 2018*, Tuesday, August 7, 2018, Tuesday, September 11, 2018*, Tuesday, October 2, 2018, Tuesday, November 6, 2018, Tuesday, December 4, 2018 * second Tuesday of the month because of proximity to holidays.

Public Comment: Mr. Spenlinhauer noted that there was poor shoveling and snow removal on many areas of the downtown sidewalks.

Motion for adjournment @ 7:20pm, carried.

Respectfully submitted
Frank Pugliese
Secretary