



Peekskill Business Improvement District
Board of Director's Meeting Minutes
Tuesday, July 10, 2018 @ 6pm
Hudson Valley Gateway Chamber of Commerce

Present: Brian Fassett, Brendon Fitzgerald, Sean Kearney, Jeorjia Shea, Ann Scaglione, John Sharp. Larry D'Amico arrived late. Mr. Fassett alerted the board that he has Mr. Tracy's proxy. Executive Director Bill Powers. **Absent:** Jeff Tracy, Frank Pugliese, Kathie Talbot, Jim Pinto.

Meeting called to order by President Fassett at 6pm. Mr. Fassett reconfirmed with Mr. Powers that he would take minutes in light of the absence of Secretary Frank Pugliese. Mr. Powers said he would take minutes.

June 5, 2018 Minutes: Motion made by Mr. Kearney and seconded by Ms. Scaglione to approve June meeting minutes. All in favor, Ms. Shea abstained. Mr. Fassett included Mr. Tracy's proxy in the approval.

Temporary Parking Sign Update: In the absence of Mr. Tracy, Ms. Shea presented the Parking Committee's report. Ms. Shea stated that the parking committee had done their own "parking survey" and concluded that way-finding signs for parking need to be installed along various routes leading into and through the city. Mr. Fassett asked that a map of proposed locations be submitted. Additionally, Ms. Shea noted that better signage with the rules and regulations be posted in or adjacent to the garage entrances. She further noted that free weekend parking should be promoted and highlighted through signage. Mr. Powers reminded the board the original request from last month of the parking committee was to design temporary parking banners that can be hung by the parking garage entrances. Mr. Fassett asked that be done and Ms. Shea stated that the banners would be designed.

Mr. Paglia stated that someone from the city should be placed in charge of parking and further suggested that a decal be created to assist in managing the parking issues. Mr. Fassett noted that at the previous meeting, \$1,000 was approved by the board to have the temporary signs designed and printed in time for the summer. He requested a mock up so that the signage can be approved by the city. Ms. Shea presented estimated costs for the signs and banners. It was pointed out that the banners have to be larger. Parking committee recommendations are attached.

Downtown Banners: Mr. Fassett presented a report on the roll out of the Peekskill-branded pole banners that will be put in place unless there is an event (such as Open Studios) that requires temporary banners. They were designed to be colorful and bright. Mr. Fassett distributed copies of the proposed banners. Some have already reviewed the banners and it was suggested by Mr. Fassett that an art banner be added and Mr. Powers suggested adding a history banner. It was also suggested that the food and coffee banner be combined and that a better looking food choice replace the pasta dish. Two additional banners were presented by Mr. Fassett for the riverfront so that the look and feel of all the banners was the same throughout the city. Mr. Fassett stated he was waiting for feedback from the city. He stated that the reverse side of the banners would be a Peekskill-branded side, but he stated he wasn't sure if that was necessary or would work since we do not have symmetrical pole placements. Someone suggested to include parking in the banner set, but Mr. Fassett explained that these banner designs were for branding purposes and suggested the parking committee take a look at pole banners as part of their presentation. Those present indicated that they did not like the food banner and suggested that another food choice be selected. Mr. Sharp suggested the banners be less literal and more abstract.

Division Street Art Sculptures: Mr. Fassett presented an update on the two sculptures on Division Street. With regards to the Leila Bora statue (by Wilfredo Morel) across from the Gazebo, she has been contacted multiple times and it seems she is not interested in taking it back. Mr. Morel offered to refurbish the artwork and give it to the Health Center Sculpture Garden on Bank and Main. With regards to the other sculpture in front of Division Street Guitars, a survey of property owners were either indifferent or wanted the statue removed. Some of the commercial establishments wanted to keep it. Mr. Sharp offered to accept the sculpture on South Street either on his side of the street or the other sidewalk which is wider. Artist Eric Jacobson created the piece and has the missing medallion. He is willing to refurbish the medallion and the sculpture and then officially donate this work to the city. Mr. Fassett noted that the city manager had requested a survey of property owners before the city would accept the sculpture as a donation. Mr. Fassett indicated that the sculpture is valued at \$6K and is a piece of Peekskill history having been placed at the location in 1997.

BID By-Laws/Clarifications: Mr. Fassett advised the Board that the changes to the By-Laws is moving forward, noting that the Executive Committee has reviewed the bylaws and forwarded notes to the attorney. Mr. Fassett noted that we have received proposed changes to the by-laws from the attorney, further noting that there are not a lot of changes. He is awaiting feedback on the changes from the Executive Committee, and once finalized, the changes will be presented to the board. He indicated that the changes focus on cleaning up the language

around the three membership classes and the voting process.

Downtown Music Festival: Mr. Fitzgerald made a presentation about the upcoming Peekskill Harvest Festival, scheduled for Saturday, October 6, 2018 from 2pm to 10pm featuring entertainment, possibly two bands and some local artists. Mr. Fitzgerald presented a preliminary budget of approximately \$15,000, with \$5K for music, \$6K for Police/DPW services, \$2K advertising and \$2K for other expenses. He will be seeking sponsorships at various levels, along with charging vendor fees. Food vendors will be \$250, retail vendors will be \$125, and artists will be \$75, but those within the BID will be free. It was suggested that we set up a meeting with the restaurants. Mr. Powers will handle the permit applications and insurance, Mr. Fitzgerald will handle fliers, bands, etc. Ms. Shea offered to create the vendor application. Mr. Fitzgerald said he was open to talking to different bands, and mentioned Hey Baby. Mr. Spenlinhauer asked if someone could contact the alien band that played outside the Peekskill Coffee House and was captured on a video that went viral, adding it might bring families. It was suggested that a BID fundraiser also be added such as a dunk tank, or add other children's activities like a bouncy house. Mr. Spenlinhauer asked about advertising the event in Chronogram, with the deadline rapidly approaching and a focus on Peekskill, but the ad prices are quite high according to Mr. Fassett (\$3,500 full page) and Mr. Powers did not want to commit that amount to one ad especially since the BID has not received approval from the city to move forward with the event. Mr. Spenlinhauer suggested considering placing an ad in Chronogram next month to promote the Harvest Festival. Discussion was held regarding how to handle beer sales and it was determined that to avoid conflicts, the BID would sell the beer and keep the profits and put them back into covering expenses associated with the event. Mr. Sharp said we should apply for the beer permit soon. Mr. Fitzgerald made a motion which was seconded by Mr. Sharp, to approve a budget of \$7,500 now and up to an additional \$7,500 if needed by 9.11.18. All were in favor. Mr. Fassett asked that Mr. Fitzgerald give the board an idea of vendor interest at the August meeting.

Mr. D'Amico joined the meeting.

Art Prints on South Street: Mr. D'Amico said that he still waiting for approval to place historic art prints in vacant store windows on South Street. He has obtained archival shots from the Peekskill Museum for the effort and he will enlarge them and print them himself for a nominal fee. He is still working with Grace Patalano, a local real estate agent, to see if she can get final approval. The museum is seeking \$200 for the use of the photos. Mr. Fitzgerald made a motion, seconded by Mr. Sharp, to approve \$200 for the Peekskill Museum for the use of the photos. All in favor.

Flower Barrel Update: Mr. Fassett reported that 50 flower barrels remain on the street, and the remainder have been removed by DPW. The BID donated the boxwoods to the city for replanting and the city is watering the barrels. When being removed, some additional businesses wanted to keep theirs, so DPW left them in place and those who notified us that they wanted to keep the barrels were allowed to as long as they maintained them. Mr. Fassett stated there are currently at least 50 on the street, and most are doing well. Some of them could use attention. Mr. Fassett suggested we look for a landscape company that would be willing to do a one time trim of the boxwoods, and remove any garbage and weeds from the barrels. Mr. Fassett stated to Mr. Powers that we will need to get an updated map of the current locations of the barrels since DPW left the barrels in places based on business owner's requests. Mr. Powers also suggested the intern give a quick assessment as she is marking the new map as to the condition of the current plantings. There also was some discussion about doing a fall planting. Mr. Fitzgerald said it took about 2.5 hours with the small volunteer crew to complete the initial planting.

KEON Streetsweeping program: Mr. Powers advised the board that Wheelabrator will once again donate \$20K to underwrite the streetsweeping project for another year. The BID's contribution will be \$5K along with \$5K from the city. Mr. Powers indicated that we are requiring some reporting data this year, ie, which days/hours worked and what locations were cleaned. Mr. Powers also noted that we are purchasing safety vest for the crew with the BID logo and Keon Center on them. Mr. Fitzgerald verified that that the proposed allocation of funds from all was the same as last year. Mr. Sharp made a motion, seconded by Mr. Fitzgerald to authorize \$5K for the project. All in favor. Mr. Sharp closed by saying he has worked with the Keon center folks at the restaurant as well and to get the best success you must oversee the Manager of the Keon team.

GoPeekskill Shuttle: Mr. Powers presented a power point presentation that was presented to the IDA for shuttle funding. Of note, the shuttle is planning to charge for rides to offset funding losses, proposed to be \$5 for an all-day pass. Mr. Fassett stated that there was no need to reconsider our commitment to provide \$2K now and \$2K later, as approved by the board earlier in the year. However, he will be looking for them to return later this year to give us the updates we requested before we release second payment. Mr. Spenlinhauer spoke and suggested that as part of the new on-board advertising all BID businesses receive some form of screen time. Mr. Fassett suggested that their plan seemed to change dramatically and that to some extent is what we asked for in previous meetings. Mr. Powers suggested that perhaps the \$2K we are paying should go towards advertising for our members to keep our contribution specifically BID related. Ms. Shea expressed disappointment that the shuttle was not running yet.

TV and Film Commission: Mr. Powers attended a meeting with the Westchester County Office of Film and Tourism. Cities are trying to attract more film production. He suggested the city might be able to set up a TV and film commission sanctioned by city to help move things along quickly. Mr. Powers will speak with City Manager to see if we can move this along. Mr. Fitzgerald suggested that AIM should oversee this commission. Mr. Powers explained that it needs to be overseen by the city.

Request for radio advertising for Peekskill Film Festival: Mr. Powers relayed a request from the organizers of the Peekskill Film Festival to provide \$2,100 in radio ad support on WHUD/Peak. He noted that this was the same amount as last year. Mr. Sharp made a motion to approve \$2,100 in radio advertising with a tag line about the Harvest Fest, seconded by Mr. Kearney, all in favor.

Mr. Fassett mentioned that the Chamber is looking for volunteers for the Hudson River Expo.

Peekskill Pride Event: Mr. Spenlinhauer reported that the Peekskill Pride event turned out great, over 200 people attended and promised the event will be even bigger and better next year.

Respectfully submitted,
Bill Powers, Executive Director
Peekskill BID

Attachments: Parking Committee Report

Peekskill BID Parking Committee
Jeff Tracy
Jeorjia Shea
7/10/2018

Objective

To improve and streamline the visitor parking experience by creating and installing more effective Way signs and Lot Parking Rules signs in a simple, inexpensive and expedited manner. Our signs are meant to be a temporary solution to address the parking problem while the City of Peekskill completes and hopefully implements the plan they may have in place. To create visually appealing signage that is cohesive with the BID's other marketing and branding efforts.

We Drove around Peekskill as if we were seeking parking as first time visitors to town. We were focused on addressing only a small part of the parking situation; in addition to the following we also discovered the lots were dirty and in disrepair as mentioned in previous presentations. These recommendations are meant to address the immediate parking signage issues only. Here are some problems we found and the solutions we came up with.

1. Business owners and employees parking in high value downtown street parking spots.

We recommend a pilot program offering BID owners and employees discounted parking passes for the lower level of Nelson and the Upper Level of James street to encourage parking there and to keep higher value spots available to visitors and patrons. Considered offering First month free and deeply discounted thereafter.

2. Faded, obstructed and poorly placed way signs on roadways indicating Municipal Parking.

We propose designing and printing 15 or more 2'x4' Vinyl Way signs to encourage and direct visitors to park in lots. Way Signs will be a Large universally recognized P (design in progress) Some will have directional arrows.

3. Un-clear, confusing, obstructed and poorly placed signage in the Nelson and James Street Lot Indicating the lot rules. No mention of Free Weekend Parking means that people unknowingly pay un-necessarily. Free Weekend Parking is a perk, and should be advertised on the signage.

Create 5 or more 3'x4' color one sided and strategically place larger signs indicating Parking Lot Rules for the James, Nelson and Main Street Lots. Signs will read
"Park in numbered spaces, pay at pay station Mon-Fri 6 am-6pm Free Parking Sat-Sun"
One Double Sided 3x4 sign by the pay station near the exit of the Nelson lot should be double sided so it can be seen by the street and when paying the pay station.
Remove old and non-applicable signage.

Peekskill BID Parking Committee
Jeff Tracy
Jeorgia Shea
7/10/2018

Vinyl Signage is light, Durable, and weather proof and will be ordered from LargeBannerprinting.com, they offer a free design service and in addition designs are being mocked up by Enormous Creative . These prices are for the printing of the signs only and may change slightly should we choose to alter the size or quantity.

Qty 15 2'x 4' Way Signs one sided with 4 eyelets or 1.5 pole pocket	204.48
Qty 4 3'x 2' One sided Municipal Lot Rules sign 4 eyelets	91.33
One Double Sided 3'x 4' Lot Rules Sign with 4 eyelets or Pole Pocket	57.94
Turnaround Time 8 days Shipping cost	12.99
Estimated Total Cost	366.74