

PEEKSKILL BID

Monthly Meeting

June 6, 2017

Meeting called to order by Executive Director Bill Powers at 6:05pm.

Board members present: John Sharp, Brendon Fitzgerald, Giovanni Stiefelmann, Frank Pugliese, Sean Kearney, Kathie Talbot, Ann Scaglione, Roya Zarrehparvar, and Executive Director Bill Powers. Absent: Jeorjia Shea, Louie Lanza, Jim Pinto.

Minutes - Copies of the previous meeting's minutes were handed out for review. Motion by Pugliese/Stiefelmann to accept the minutes as presented with one change: Carla RAE, not Ray. All in favor.

Executive Director's Report:

Westchester County Tourism Conference -

- Mr. Powers and Mr. Pinto attended the Hudson River Tourism Conference in Yonkers in May.
- Peekskill was one of only two municipalities in attendance; Yonkers was the other.
- Discussed was motor coach tour services of Peekskill attractions; this would require a 16-18 month advance notice.
- Also discussed was international air flights coming into Stewart Airport and how capitalize on the tourists.
- Tour guides at the conference suggested that "paper pamphlets," as well as smart phone apps be used for maps, tour info, and not just rely on apps.
- Discussion followed, with a directive to Mr. Powers to follow up.

Garbage Task Force -

- First meeting held in May with Mr. Powers, Mr. Stiefelmann and City department heads.
- Mr. Stiefelmann asked to have a meeting of restaurant owners to discuss trash storage, timing of pickups.
- Mr. Powers will send out an invitation.

South St./South Division St. Streetscape and Main Street Streetscape –

- The city has alerted the BID that public meetings will be held on Wednesday, 6/14, 6:30-7:30pm and 7:30 – 8:30pm@ City Hall regarding the next round of streetscape improvements on South Division/South Street and on Main Street up by Walgreen's.
- The latter will not affect the BID as it is out of the BID district, but is still important because it is the gateway to the BID district.
- The BID sent out an eblast.

GO Peekskill Shuttle -

- Over the first few weeks, the shuttle was averaging 80-85 riders/day.
- 90% are from NYC (mostly Brooklyn and Manhattan).
- 8% from other countries
- 80% found shuttle by Internet; others just stumbled upon it.
- Most popular websites were TimeOut, Thrillist, PureWow.
- 90% of shuttle riders are coming to Peekskill for trails, 8% for Peekskill Brewery.
- 100% gave shuttle top rating of 5.
- Suggestions from riders: bigger shuttle and more advertising.
- Bill passed out statistics on ridership

Website -

- Mr. Stiefelmann and Mr. Powers met to discuss optimizing the BID site.
- Mr. Stiefelmann made a comprehensive presentation on websites from other municipalities.
- A discussion was held on how to link the BID/businesses better on the site and what information needs to be on the site.
- Mr. Stiefelmann outlined the difficulties to get users to stay on the site, as they seem to have short attention spans if they can't find what they want immediately.
- Mr. Stiefelmann with Mr. Powers' help will work on a RFP for a an updated site.
- Help and suggestions are welcome; Brendon, John, Ann and Brian Assert offered their help
- Motion by Mr. Sharp, seconded by Mr. Stiefelmann to put together an RFP to improve the website. Motion carried, all in favor.

Old Business

BID expansion -

- Ms. Talbot inquired as to whether any progress has been made on ideas previously discussed to increase the assessments and possibly expanding the BID to the Riverfront area.
- Mr. Fitzgerald questioned how the BID assessment was determined; Ann explained the formula to all.
- It seems that any change in the BID assessment or boundaries will likely be put off for another year.

New Business -

- New Year's Eve celebration - Ms. Talbot noted that the City paid out app. \$5-700 to the DPW and Police; she questioned as to whether the BID would consider contributing if it was made a City-sponsored event.
- Mr. Fitzgerald noted that the cost of the fireworks for ushering in 2017 was \$7000. Lengthy discussion on options followed, to be discussed again. Mr. Powers volunteered to attend the City's next meeting on the Ball Drop and report back tot the board.

BID Member Comments -

- Mr. Fassett from 824 Main Street, questioned whether there was a committee or board that supports the “visual look” of the City i.e. banners, posters, planters, etc. The answer was no.
- He noted that flags are still in place from previous events such as Cinco de Mayo.
- He requested that the City be asked to remove the various planters closer to curbside to give better exposure, and have the aforementioned flags and banners be removed.
- Bill will contact the City DPW chief to have outdated flags taken down and determine who can move the planters back to curbside. They were moved back in February in anticipation of heavy snow.

Motion by Sharp/Talbot to adjourn-all in favor carried

Meeting adjourned at 8pm.

Respectfully submitted,

Frank Pugliese

Secretary

File:June 2017 minutes