



Peekskill Business Improvement District Minutes
Tuesday, November 14, 2017
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 6:05pm

Present: Louie Lanza, Frank Pugliese, Giovanni Stiefelmann, Anne Scaglione, Jeorjia Shea, James Pinto, Brendan Fitzgerald, John Sharp, Roya Zarrehparvar, Executive Director Bill Powers.

Guest: City Manager Richard Leins. BID Members present: Sepp Spenlinhauer, Brian Fassett, Mary Foster, Scarlet Antonia. Absent: Kathie Talbot, Sean Kearney.

October Minutes: Motion by Pugliese/Pinto to accept the October minutes as presented. Motion carried.

Farmer's Market: Ms. Makris spoke about the 2017 Peekskill Farmers Market. Ms. Makris reported that it was a successful year, more vendors were added. The prepared foods vendors got off to a slow start, but it was more successful as the season went on. The entertainment was also well received. Ms. Makris noted that with so many Farmer's Markets in the surrounding areas, it is getting more challenging to maintain foot traffic. Peekskill however is in good shape, as sales and attendance remain the same or slightly higher than previous year. Ms. Foster noted the market has a good variety of vendors. Ms. Makris would like to have a signpost on site next year to note the weekly vendors because they vary, and to provide general information—prefers something that is portable and easy to break down/assemble each week. In consultation with Mr. Powers, the market was canceled on 11/11/17 due to the bitter cold, the first time ever.

Mr. Powers noted that Corinna intends to operate at 925 South St the winter market at a rental cost of \$80/week from December 9 to late May 2018. We have a proposed lease agreement and consulting contract that needs to be reviewed and approved by Mr. Sharp.

Motion by Mr. Pugliese/Ms. Shea to have Mr. Sharp review the contract for the winter market. Unanimously carried.

Mr. Powers noted that by having the winter market on South Street, it gives the BID a presence in another part of the district.

PEP Committee -In the absence of Ms. Talbot, Mr. Powers asked for an update on the banners and lighted snowflakes from Mr. Spenlinhauer and Mr, Brian Fassett. Banners have been delivered, coordinating with City to have them installed. Snowflake decorations to hung after Thanksgiving week; The City purchased the lighted snowflakes at the request of the committee. One large one to be hung in area of Hudson Room. Snowflake themed banners will also be hung. It was noted that he BID owns the wreaths that had been used previously. What to do with them is a discussion for another day. Mr. Spenlinhauer presented a “map” of BID streets to show decoration placement, and to be used for flower barrel placement in spring. Mr. Leins thanked Mr. Spenlinhauer, Mr. Fassett and the PEP Committee for their hard work and efforts; he noted that much was done in a very short time with great results. Mr. Powers also thanked the Committee, Mr. Leins and the City Staff for their assistance in expediting the request and expenditure.

Shop Hop: Ms. Shea announced participating business would offer 15% off on purchases on weekends. Fliers, print ads and social media would be used to promote the businesses and their offers; the Shop Hop will be the first 3 weekends in December; she has started an Instagram account, and asked to be put in as an Administrator of Facebook. A discussion was held about the old Facebook page and whether Giovanni had gained control of it; he said he did nit have control of the page. After many hours of trying, the domain is still being held by Go Daddy, but Mr. Stiefelmann is still working hard to reclaim the site. He was successful at switching the hosting location.

Executive Director’s Report: Marketing and promotion including radio ads, print ads, fliers and social media posts for the holiday are starting to go out to the public, The treelighting is Saturday December 2 at 4pm at the gazebo, The showmobile is being brought up for live performances and Santa Claus. The free toy giveaway will be held at the Paramount on Saturday December 9 from 9am to 12noon. Mr. Sharp will provide Mr. Powers with details of the annual pub crawl.

2018 Elections: Election of new BID Board members is scheduled for February 2018. Four seats are open: Mr. Pugliese, Mr. Lanza , Ms. Zarrehtarvar and Mr. Stiefelmann. Due to term limits, Mr. Lanza and Mr. Stiefelmann cannot run again. Mr. Sharpe has appointed Mr. Stiefelmann, Mr. Fitzgerald and Ms. Talbot to the Elections Committee. Mr. Sharp would like to see the annual meeting turned into more of a gala.

2018 Budget Proposal: Mr. Fitzgerald reviewed the budget line by line. Mr. Sharp requested a better breakdown of the Flea Market and Farmer Market for next meeting. Mr. Powers said he would provide the breakdown. The budget needs to be approved at the next meeting.

New Business: Mr. Pugliese requested that the City allow the BID the use of the new fire station for meetings once it is completed, Mr. Pinto will look into that.

Mr. Pinto noted that bus tours through Westchester Tourism are approximate 18 months out; he is pushing the County to include Peekskill in these tours. Ms. Zarrehparvar asked if the City can look into boat docks for cruise ships; Mr. Pinto noted that there are plans to refurbish Fleischman's pier, but are approximately two years away from completion.

Mr. Powers noted that he had received a proposal submitted by Mike Miner's Video Production Company to do a live stream/video production of the NYE celebration at a cost of \$1,200. Mr. Miner would interview business owners during the event and show the Ball drop live; the Chamber offered to put a few hundred dollars towards the video. Mr. Sharp said a new video production firm is in town; will send contact info to Mr. Powers. Mr. Powers will do an RFP for a three minute promotional video and send it out to interested parties.

Motion for adjournment at 7:15 PM-carried

Respectfully submitted,
Frank Pugliese
Secretary