



Peekskill Business Improvement District
Board of Director's Meeting Minutes
Tuesday, February 5, 2019 @ 6pm
Hudson Valley Gateway Chamber of Commerce

Call meeting to order: Meeting called to order by President Brian Fassett at 6:07 pm.

Present: Brian Fassett, Frank Pugliese, John Sharp, Ann Scaglione, Larry D'Amico, Brendon, Vanessa Agudelo, Jim Pinto, Executive Director Bill Powers

Absent: Mr. Fitzgerald, Jeorgia Shea, Jeff Tracy, Sean Kearney

BID Members present: Evelyn Lee, LaFern Joseph, Victoria Cairl.

BID Member comment: President Fassett opened the floor for BID Member comment on agenda items. There were none.

January 2019 Board Meeting Minutes: Secretary Pugliese made a motion to accept the minutes from January 8, 2019, as presented, seconded by Mr. D'Amico. Motion carried.

2019 Slate for Board of Directors & Election Update: Pres. Fassett noted that in the Class A membership, there are 3 property owner candidates running for election: Mr. Fitzgerald, 931 Diven Street; LaFern Joseph, 13 South Division Street; David Kaminsky, 1006 Park Street. There are two commercial tenant candidates running for election: Class B members, Evelyn Lee, The Evolution Gallery, Monique Michaels, Monique Michaels Art & Photography.

A question was posed as to whether write-in ballots will be allowed. Pres. Fassett noted that write-in candidates do not have to be allowed; however, he stated the Election Committee has opted to allow write-ins. There will be 3 lines for write-ins on the Property Owner Ballot and one on the Commercial Tenant Ballot. Pres. Fassett reminded all that the election and annual meeting will be held on Sunday, Feb. 24, with the location to be determined shortly. Mr. Fassett noted that former board member Giovanni Steifermann presented his credentials to run for a property owner seat past the deadline. Pres. Fassett advised him that he could run as a write-in candidate.

AIM 2019 Involvement: Pres. Fassett met with Ben Green and others; they are trying to launch a Saturday night kick-off event with a technology theme, with bands and music in downtown. BID was possibly planning to hold a larger event in the Ford Piano space, but the space is no longer available. Question is whether or not we'd like to pursue another venue for this event, or just put energy into promoting the restaurants that will have entertainment that night. There was no funding request at this

time; Birdsall House will teaming with the Peekskill City schools for events; one plan is to project movies onto the pharmacy building adjacent to Birdsall; other venues are under consideration to project movies in the downtown area. Pres. Fassett opened the floor for board comment and suggestions of how the BID would be further involved. There was none. Pres. Fassett discussed the programming of other venues and the general approach explaining that the PAA, WCC, Bantom Tools, Lincoln Museum. AIM weekend will take place on April 13 and 14. Pres. Fassett request the board continue to think how the BID can be effectively involved.

Banner Funding: Pres. Fassett distributed proposed designs of the new downtown banners. 150 will be purchased. Concerns were raised about the existing pole brackets and that they seem to be failing and concern is they should be addressed before the new banners are hung; DPW will be asked to address and Ms. Agudelo will report back; cost of the banners would be \$3,500 the City Manager suggested we split the costs, 50/50 split between the City and the BID. The city will install. Mr. Fassett noted that there will be an approximate 4 week lead time, to get the banners made. Plan would be to install all banners including AIM banners, at the same time. It was noted that Open Studio Banners would need to up again too. Mr. Pinto asked what kinds of banners were being purchased and Mr. Fassett indicated that the banners will have UV protection and a warranty for two years. He stated the banners will be the same size as the Farmers Market banners. They are six inches longer and three inches wider than the snowflake banners. Motion made by Mr. D'Amico and seconded by Mr. Pugliese to equally split the cost of the banners with the City; BID share will be \$1750, with the City to do the installation. Motion carried, all in favor. These will be the year-round banners – unless there is another banner that needs to be put up. The effort is designed to make sure there is always banners on the poles, not empty brackets.

Website: Pres. Fassett reported that the site officially launched: DiscoverPeekskill.com. Pres. Fassett asked all to promote the same through social media and word of mouth. Maintenance costs TBD through Enormous Creative and the website cost \$2500 to create. Pres. Fassett has been doing much of the maintenance on the site currently and hopes that can be passed off soon. Mr. Powers explained there is a registry section for members and also an updating feature for businesses to make needed changes on their listings. Pres. Fassett explained that now a commercial tenant can upload their lease or landlord letter directly through that registry. General Guidelines for what can and cannot be posted to the calendar have been established, and Mr. Fassett noted that political advertising will not be permitted. Mr. Powers said he will send out a press release once the soft launch is done. There is also a calendar feature and Pres. Fassett noted the goal is to make the BID website the go-to place for events. Mr. Powers thanked Pres. Fassett for all of his work on the website, noting that redoing the website had been discussed before and not successfully accomplished, but Pres. Fassett committed the time to get the site done and launched.

AIM 2019 Involvement: Mr. Sharp arrived at the meeting and was immediately asked about any additional information on AIM project. He added that Birdsall may show the WCC-produced videos on the Baxter Building and that AIM is looking at using projection on other buildings. AIM weekend is April 12-14. AIM maybe looking to find a spot to hold an event in the downtown or at multiple locations. Mr.

Sharp will discuss the potential of Dramatic Hall as a venue for kickoff. Pres. Fassett asked if the BID wanted to do something special and asked the board to come back with ideas.

First Fridays: Evelyn Lee noted that some of the downtown businesses will be hosting a First Friday event on Friday 2/8, noting that it's second Friday to tie into the Valentines weekend. Plans are to make this an ongoing event. Subsequent events to be on first Friday. 500 fliers were printed at a cost of less than \$100. Ms. Lee, artist Maureen Winzig and their team are putting together themes and ideas for each month: music, restaurants, arts. Time will be 5PM-9 PM each Friday. Talks are underway to have a childcare venue and street performers. Ms. Cairl offered to connect us with the team at NECS for girls and boys leadership program.

St. Patrick's Day Parade: Mr. Powers noted the parade will be held in downtown on Saturday, March 9, 2019. Brunch will take place at the Elks Lodge at 11AM, Mass at the Assumption Church at 1:30PM. Mr. Powers announced the Grand Marshal and Aides: Dan and Siobhan Dennehy as Grand Marshals, Sunny Cover from the Peekskill Coffee House, Mary Pat Driscoll of Trinity Cruises/Evening Star; Tim Warn, Capt. of the Peekskill Ambulance Corps, and Jim Witt, Hope for Youth Founder. Friday, March 8 is the Pub Tour, mostly in downtown; Dinner on March 3. Mr. Powers wants to get radio ads started, requesting \$2,500 for same, covering three weeks of March events (Farmers Market, First Friday, Parade, and St Patrick's day). Motion was made by Mr. Sharp, seconded by Ms. Agudelo to allocate \$2,500 for radio ads as had been done in the past. All in favor, motion carried.

Business Council of Westchester/Tourist Trade Shows: Mr. Powers advised the board that he and Mr. Pinto will attend the Business Council of Westchester Expo on March 28. We are one of only a few cities who participate, and the feedback and exposure has been beneficial to the City. The cost is \$450 and split with the city. In addition, Mr. Powers plans to attend Metro-North's "get out and go" day, on April 13 from 12pm-4pm. Mr. Powers will represent and distribute fliers showcasing the various BID events, Farmer's Market/Flea Market. On May 23, Metro North Railroad will also be hosting a Getaway Day at Grand Central Station, more info to follow.

Trash Task Force: Pres. Fassett and Mr. Powers met with the City Manager to discuss putting in a large dumpster in the downtown area. The K Lot was discussed, with a dual trash/recycle unit having a key fob or pass card for entry. Cost of approximately \$8000. Dumpster would have a 5-yard capacity. Concerns were raised related to installation, maintenance, and funding. Mr. Sharp suggested the costs be absorbed by It was suggested that this is targeted for residential use only. Many suggestions of the task force have been addressed and/or acted upon, according to Mr. Powers. The city added Monday holiday collections and pick up five to six tons of garbage on those days. The city moved the start time of Saturday collections later to accommodate restaurants and business who open later on Saturdays. The Big Belly dumpster suggestion has been dropped as it is too costly. There was a brief discussion about adding more trash cans. Mr. Powers noted that the city inventory of trash cans is 70 in the downtown. Mr. Sharp asked that the City be reminded that the various municipal parking lots are under the maintenance for the DPW; has had some issues with garbage adjacent to the Birdsall House; the City

Manager will pass on any BID recommendations to the Council. Code enforcement may need to be stepped up to ensure compliance. The BID is favorable to continue the discussion with the City.

Holiday Events Wrap Up: Mr. Powers distributed a budget of the holiday expenses. Most of the monies spent went to radio advertising, the tree lighting, printing, and marketing. The gazebo decoration and solar lights were expensed under “beautification” as had been done in the past. Pres. Fassett asked that Manzer’s be contacted to remove the decorations from the gazebo and do general cleaning.

Paramount Update: Councilwoman Agudelo stated that current management cannot move forward with the current contract without bringing in new partners. Honeywell Energy is doing an audit on the heat/AC systems, no timeline set as of yet. Mr. D’Amico asked who the City was negotiating with, Ms. Agudelo could not speak on that topic. Pres. Fassett explained that there are many rumors swirling around. He indicated that he had spoken with Deputy Mayor Talbot and was advised that she could not speak publicly on the topic; she expressed frustration that people have spoken out about concerns. Pres. Fassett explained that he stressed to her that people are concerned about the lack of information coming from City Hall on the topic and that that will leave the door open for rampant speculation by citizens and business owners. She wants to assure us the Council is working on the concerns. Pres. Fassett stressed that City Management needs to get information out; this has been going on too long without an official update. He suggested that there be a City Management report at Council meetings to bring people up to speed on the progress. Councilwoman Agudelo agreed that she would take this concern to the Council and request that a statement is made.

Valet parking: There was no report due to Mr. Fitzgerald's absence; Pres. Fassett indicated that Mr. Fitzgerald was waiting on costs. Mr. Fassett indicated that this would be something that would not start until the Paramount reopened.

Peekskill Community Congress: Next meeting to be held 2/9, 10:45 AM at PHS. This is the final forum. Many concerns brought forth by the citizenry echo those of the BID, ie trash, parking, litter. Ms. Agudelo talked about a sidewalk improvement district and that it may be something the BID could support.

Firehouse update: Mr. Pinto reported the Firehouse building opened in December 2018. Staff is settling in nicely but there is some fine tuning ongoing and that the city is addressing a punch list of things that still need to be done. Mr. Fassett asked why there was a delay in allowing the public to use the meeting space. Mr. Pinto explained that the meeting space will be available for use in 2-3 months. Requests for use of the space will be done through the City Clerk's Office and City Manager's Office. Pres. Fassett asked Councilperson Agudelo if there has been a policy discussion yet by the City Council, and if not would she begin that discussion. Mr. Pinto went on to say there are other amenities that have to be built into the room. Mr. Pugliese alleged that other groups were already using the space and asked why the BID could not use it yet for its annual meeting. He stated that he thought it was unfair to the BID. Mr. Pinto stated that to his knowledge that only the fire department and the volunteers were using the

space. Pres. Fassett stated that there was a grand opening and a public event in that room when the firehouse was opened to the public. Mr. Pugliese continued to express his disappointment in not being able to use the room and promote the firehouse during our annual meeting and election. Ms. Agudelo will follow up. Mr. Powers stated that the BID is planning to use Dramatic Hall for the annual meeting.

Other issues: Frank Pugliese offered to clean the gazebo and take the lights and greenery down. Ms. Agudelo asked if the planter has been addressed at the gazebo, and she will again follow up.

Pres. Fassett stated that he had attended Ty's Bakery ribbon cutting and noted that few BID Board members were in attendance; he requested that as many BID Board members as possible attend future events to welcome new business owners. He also noted that the Quiet Man will be reopening this week after being shut due to flooding from a broken sprinkler. He also noted that McDonald and Peacock House will be closing for a 3-month hiatus.

There were complaints about the parking meters and pay stations; the signage is confusing and the meters do not reset. It was noted that the screens were fading; Ms. Scaglione stated the city is aware of that. Some meters on the south side of Park Street were not functioning; the city needs to look into the cross-functionality of paying at the meter, vs. paying by smartphone and find out if there are issues; additionally it was pointed out that people who park in the K lot have to use the pay station at the entrance on Central; but they cannot pay at the station closest to the garage; City officials present will review.

Adjournment, motion made by Mr. Pugliese and seconded by Mr. D'Amico, all in favor at 7:25pm.

Respectfully submitted,
Frank Pugliese
Secretary