



Peekskill Business Improvement District
MINUTES - Board of Directors Meeting

Tuesday, August 4, 2015 @ 6PM

Hudson Valley Gateway Chamber of Commerce Conference Room
One South Division Street, Peekskill, NY

The meeting was called to order at 6:06PM. Present were Board Members: Ken Laudon, Sunny Cover, Louie Lanza, Kathy Talbot, Gabe Arango, Jim Pinto, Monica Flaherty, and Executive Director Bill Powers. Guests: Beth Karson (volunteer); Johnathan Close and Kurt Heitman from the Paramount Hudson Valley; Livia Strauss from the HVCCA and Mary Foster (property owner). Absent: Board Members Sol Miranda, Deb Milone, Giovanni Stieffelman.

Ms. Flaherty had Ms. Miranda's proxy and Mr. Lanza had Ms. Milone's proxy. Mr. Powers agreed to take and record minutes due the absence of Ms. Miranda.

Paramount End of Summer Jam Request for Support: Representatives from the Paramount Hudson Valley presented their plans for an End of Summer Jam indoor/outdoor festival on Saturday, September 12, 2015. The event is skewed towards a younger demographic, focused on music, food and beer. Will have outside table seating. Beer will be one POS, near to Peekskill Coffee House. Street Festival (FREE) runs 12pm-8pm. Summer Jam (indoors) runs from 12pm – 10pm (\$30 all-day pass). Paramount is offering free booth space to BID members. Brown Street and Ester Street will be closed.

Paramount is seeking from the BID coop advertising, banners, financial assistance with city fees, and permit fees. Not using the showmobile. They expressed hope that some of the Bank Street Farmers Market vendors will join the street festival.

Mr. Heitman indicated that the city fees will be north of \$3K and stated that John Sharpe, and others have committed to participate from as far away as Yonkers. Ms. Cover questioned event location and street closures as negatively impacting her business. Ms. Flaherty cited the event policy as providing insurance coverage, radio advertising, and permit fees, but not support for city overtime fees. She also stated that the BID should require these kinds of requests for support to be made three to six months in advance, not a month before and she further suggested that we begin work on a 2016 calendar of major events now.

Mr. Heitman and Mr. Close left after their presentation, but were advised that Mr. Powers would be in touch with the Board's decision in a few days.

Hudson valley center for Contemporary Art Request for Support for Waiver of City Fees for Peekskill Project: Representatives from the Hudson Valley Center for Contemporary were in attendance at the request of Mr. Lanza. Ms. Strauss indicated that the HVCCA is gearing up for the sixth Peekskill Project featuring the works of more than 60 artists all over the city. Launch date is Sunday, September 27, 2015. Ms. Strauss stated the project brings a dedicated arts population to the city from NYC, upstate and international destinations. Ms. Strauss, joined by her husband, indicated that they did not want to pay

any city fees on principle, citing the economic and image enhancement the project brings to the city. Mr. Lanza and Mr. Powers, with the support of the board, were authorized to schedule a meeting with Acting City Manager Richard Leins next week (week of August 10, 2015) to express the BID's support for waiving the fees.

Additionally, Ms. Strauss shared plans to create up to 14 art banners to hang under the arches under Route 9. That installation would also cost \$15K. Mr. Lanza suggested that she could raise the funds from business sponsorships and he indicated that he might be interested.

Additionally, Ms. Strauss shared plans to bring a large scale kaleidoscope structure created by a world renowned artist, Olafur Eliason, to Peekskill but that she was seeking \$15,000 to have the artwork created from a shipping container. The work would be completely sealed with an opening for viewing through the length of the container from the outside. She indicated the current site plan was to place the artwork in Greenway Park across from Bohlman Towers since it is a gateway to the city. She stated that it would be a pilgrimage piece, attracting international attention and tourists. Mr. Lanza said he might be able to raise the funds to cover the cost of part of the project and asked if the artwork could be moved from its planned site to the waterfront or elsewhere at some time in the future; she said yes, that it would be movable art. Ms. Strauss indicated that her staff had presented the project to the Peekskill City Council and that it did not get a lot of support.

Marketing & Advertising Report: Ms. Cover presented the marketing committee report. She indicated that she and Mr. Powers had met with reps from Upstater magazine, a 50K print edition magazine distributed in NYC. After some discussion, it was decided that the BID would take a half page ads out over the next four quarterly editions and seek two quarter page ads from BID members to make up a full page. Ms. Cover, Mr. Lanza and Mr. Arango were interested in considering placing ads. Mr. Powers indicated that the Upstater sales rep created a one page sell sheet that will be distributed to BID members which included a 10% discount.

It was further noted that Mr. Powers should seek to have editorial content on Peekskill included at some future date over the next year if the BID agrees to take half page ads for one year. Mr. Powers already asked the sales rep to add more attractions to the map around Peekskill, and they agreed to so. Ms. Flaherty expressed concern that the BID should hold off on placing the ads until the BID has a comprehensive marketing campaign in place. Mr. Powers expressed concern about waiting, stating that he didn't want to miss attracting visitors to Peekskill during the autumn season, and agreed to work on a full marketing campaign for 2016. Ms. Flaherty suggested we create landing pages for any advertising we do to track the success of the ad placements. Everyone agreed and thought that was a good idea. Mr. Powers will follow-up on creating custom landing pages so we can track responses.

Ms. Cover made a motion, seconded by Mr. Laudon, to have the BID take half page ads in the next four issues of Upstater, encourage other businesses to take ads, ask for more editorial content on Peekskill, add more destinations around Peekskill on their map, ask for digital/blog posts/extras. All were in favor. Furthermore, it was recommended that the BID place an ad in the Upstater's sister publication "EXPLORE" Hudson Valley. Ms. Flaherty made a motion to expend up to \$500 on an ad in EXPLORE in the fall edition (publication publishes 2X a year). Mr. Lanza seconded it, and all voted in favor.

Paramount End of Summer Jam Request: Ms. Flaherty made a motion to provide the Paramount with the standard support (insurance, marketing and promotions, radio advertising, and reimbursement of permit fees). Mr. Pinto seconded the motion, all were in favor, except Ms. Cover, who was opposed,

indicating the road closure and proximity of the beer garden would likely have a negative impact on her business.

July 7, 2016 Minutes: Mr. Pinto made a motion to approve the minutes of the July 7, 2015 Board Meeting, Ms. Cover seconded the motion, all were in favor.

Volunteer Introduction: Mr. Powers introduced and thanked Beth Karson, who helped to coordinate a street cleanup and plantings and cleanup around the gazebo in advance of the jazz and Blues Festival. Ms. Karson is also going to assist in gathering an accurate downtown database of BID businesses. She was referred by Ms. Talbot.

Executive Director's Report: Mr. Powers provided his executive director's report:

- By all accounts, the Jazz and Blues Festival was a success. Great vibe in the city, entertainers were excellent.
- Open studio tours were also a great success, according to the PAA's report.
- The BID website is under review and some adjustments will be made now pending further evaluation. If major work or a new design is sought, that would have to go to RFP.
- The current downtown map was updated and reprinted and is available for distribution. Additional attractions were added and parking options were better highlighted. It was suggested that the old maps in the kiosk be replaced with a modified version of this one. Mr. Powers will follow-up.
- There were some rumors that the management of the James Street parking garage was being farmed out to a private entity. Mr. Powers indicated that was not true, but that parking payment machines were being considered. A proposal is under consideration at this time by the city.

Meeting was adjourned at approximately 8:25PM.

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