

**Peekskill Business Improvement District  
Minutes of the Meeting of the Board of Directors  
December 3, 2011**

On the third day of December, 2011 at 6:00pm a meeting of the Board of Directors (the Board) of the Peekskill Business Improvement District (BID) was held at the Nutrition Room in the Neighborhood Center.

There being a quorum present, the meeting was called to order at 6:05pm and presided over by Board President Phillips.

Board members present at the meeting were:

Board President Jeannette Phillips  
Vice President Christine Bobolia  
Secretary John Sharp  
City Manager Rick Finn  
City Comptroller Charlie Emberger (departed by 6:10pm)  
Frank Cimino  
Frank Catalina  
Arne Paglia  
Jason Angell

Board members absent from the meeting were:

Treasurer Jaime Leon

BID members present at the meeting were:

Sunny Cover, Peekskill Coffee House

The business conducted at the December 3, 2011 Board meeting was as follows:

1. Review & Approval of November BID Board Meeting Minutes:

There was one correction to the meeting minutes noted: to revise the typo of the maximum budget for downtown holiday lighting decorations from "\$600" to "\$6,000".

Board President Phillips motioned to vote on approval of minutes:

Yea

Board President Jeannette Phillips  
Vice President Christine Bobolia

Secretary John Sharp  
Frank Cimino  
Frank Catalina

### Abstain

Arne Paglia  
City Manager Rick Finn

## 2. Peekskill Makes Me Merry Holiday Update

John Sharp, a member of the steering committee overseeing the Peekskill Makes Me Merry (PMMM) holiday campaign, offered the following update: the downtown Tree Lighting was successful, with over 400 PMMM holiday buttons and flyers listing stores and holiday promotions distributed. Thirty stores were recruited into offering holiday promotions, with a great deal of excitement from business owners. The lesson learned was to start earlier next year, to avoid small miss-steps (like overlooking confirmation of the Peekskill Coffee House) next year. We are beginning to prepare for the Peekskill Pub & Eat crawl on Saturday, December 17<sup>th</sup>, with seven restaurants/pubs participating.

Sunny Cover suggested that this is an event we should do annually and next year we should be organizing a holiday committee meeting in early September.

Jason Angell reported that there is currently \$6,090 left in the PMMM holiday campaign budget, which was approved for a maximum of \$10,000. Mr. Angell suggested that the holiday planning committee meet directly after the board meeting to decide on how to utilize the rest of the available funds, recommending that the majority be spent on an advertising campaign.

Arne Paglia recommended a PMMM campaign update be sent out to the entire BID membership list to increase participation and awareness; Mr. Angell agreed to do it. In reference to the closing of Division Street around the Tree Lighting, Mr. Paglia also recommended that we be aware of when we order the streets closed because the street crews take the start time literally; we should close streets as minimally as possible, as it can deter business on Division Street.

## 3. Review of BID Executive Director Employment Agreement

City Manager Rick Finn noted one correction: the need to strike the word “average” in reference to the wage rate; the correction was agreed to and noted for change by Mr. Angell.

A discussion proceeded about how the part-time position of “an average of 20 hours per week based on workload” would work operationally. Mr. Angell stated that he assumed that if the work required more than 20 hours in one week (using the example of having logged 42 hours in the proceeding week due to the PMMM campaign and drafting of the Five Year Plan), he would

work less hours in the following weeks to bring his weekly hours to a 20 hour average. Board members agreed with this interpretation of the employment agreement language. Mr. Angell noted that in order to pull off high-quality BID initiatives and events with a part-time staff of one, the Board would have to define an annual plan that provided enough lead time for proper preparation and organization. The board agreed to focus on developing the 2012 annual plan in the January BID Board meeting.

Mr. Paglia noted that there is no money in the 2012 budget for BID administrative support. Vice President Bobolia suggested that Mr. Angell send out large-scale upcoming work tasks (like preparing election mailings) to the BID board for volunteers. Sunny Cover noted that the Peekskill High School Honor Roll students also proved administrative support for community service.

Board President Phillips motioned to vote on approval of BID Executive Director Employment Agreement with noted changes:

Yea

Board President Jeannette Phillips  
Vice President Christine Bobolia  
Secretary John Sharp  
Frank Cimino  
Frank Catalina  
Arne Paglia  
City Manager Rick Finn

Mr. Angell was instructed by the Board to send the approved BID Executive Director Employment Agreement to Bernis Nelson, City of Peekskill Corporation Counsel, for final review and approval.

In a side note, it was recorded that John Hersh, acting as the BID's attorney, had reviewed the City of Peekskill/BID agreement and web-site contractor employment agreement with Paul Magliari and approved both at a total cost of \$500.

Frank Catalina motioned to approve payment to John Hersh:

Yea

Board President Jeannette Phillips  
Vice President Christine Bobolia  
Secretary John Sharp  
Frank Cimino  
Frank Catalina  
City Manager Rick Finn

## Abstain

Arne Paglia

### 4. Review of draft BID Five Year Plan

Jason Angell offered an overview of the draft BID Five Year Plan, after noting that the process and available time only allowed for a Five Year Plan draft that was useful for future planning but general in specific implementation details.

Mr. Angell's overview focused on the following broad points: (1) Taking into account that fact that the Peekskill BID is relatively small with a voluntary board and part-time staff, the BID should operate as an intermediary distributing funding to other capable organizations or individuals to manage events or initiatives whenever possible, (2) that the financial return on every BID dollar invested in the Farmer's Market and Flea Market merits possible expansion, (3) a review of 2011 finances by broad spending categories shows that the BID is spending too little on marketing and advertising the events we support and organize (only 9% of total budget), and (4) almost ½ of the total budget goes to events, leaving little room for other initiatives.

John Sharp stated that the BID should actively work to expand the Farmer's Market, with a goal of making it the biggest market in the Hudson Valley.

There was a discussion amongst members of if the 9% figure for advertising fully accounting for total marketing and if an event itself should be viewed as marketing. Members generally agreed that we spend too little on advertising initiatives, often because we are organizing events without adequate lead time to develop a strong advertising campaign.

Mr. Paglia questioned the lack of a section that documented the history and challenges faced by the BID in the previous years. It was noted that this was a document that is a starting point; the board must continue to bring ideas to the table to develop a plan with enough detail to be implementable.

A motion to vote to approve the BID Five Year Plan and submit it to City Hall:

## Yea

Board President Jeannette Phillips

Vice President Christine Bobolia

Secretary John Sharp

Frank Cimino

Frank Catalina

City Manager Rick Finn

## Abstain

Arne Paglia

### 5. BID Annual Meeting & Elections

Board President Phillips reviewed the required timeline of events as it related to the BID Annual Meeting: that the Annual Meeting must take place “no later than 67 days after the close of the preceding fiscal year”; and the Annual Meeting, Elections Notice and ballots must be mailed to all tenants and owners on the membership list “no later” than 15 days before the Annual Meeting. Arne Paglia, John Sharp, and Vice President Bobolia volunteered to be on the BID Election Committee. Mr. Sharp stated that he would develop a proposal for the Annual Meeting.

Board President Phillips also noted that at the Annual Meeting Board committees would be expected to offer an annual report and members would be voting for five vacant Board positions and that the BID Board Chair would also be up for vote. It was clarified that Board seats are held for two year terms, but one of the tenant Board positions would only be held until December, 2012 as the seat was vacated mid-way through the term.

Board President Phillips reviewed the main tasks in assembling the 2012 Election BID membership list of eligible voters: property owners must not be in tax arrears to vote and tenants must register by supplying the BID Board with a copy of a lease or statement from the landlord verifying their tenant status within the BID. Jason Angell noted that he would work on assembling the membership list of eligible voters.

Mr. Paglia stated for the record that he remains opposed to tenants being required to provide a copy of their rental lease, for it creates a dual standard for tenants and is an unnecessary burden. Board members agreed that this decision had been made in the by-law process, but Mr. Paglia was free to submit a proposal to the Board to try to resolve the issue in order to move forward.

### 6. Next Board Meeting

City Manager Rick Finn announced that he would be leaving his post as City Manager and Brian Havranek would be serving as the interim City Manager; it remained undetermined who would attend BID Board meetings on the City Manager’s behalf. Due to the holiday, the BID Board decided to move the January BID Board meeting to the second Tuesday of January 10<sup>th</sup>, 2012.