



Bid Board Meeting Minutes – December 4, 2012

Call to order: 6:05pm

In Attendance: Amy Harte (proxy for Jeannette), Ken Laudon, Charlie Emberger, Chris Bobolia, John Sharp (proxy for Frank), Brian Emberger, Jeannette Phillips (left at 6:30), Frank Catalina(arrived 6:30- left at 7:30), Jason Angell

1. **Budget-** Charlie handed out a proposed budget for review and discussion-
 - a. Salary increase executive director (deferred for vote)
 - b. New office space- general discussion concerning: if we need it, how would the hours be covered and possibly sharing office space.
 - c. Web site – discussion on replacing or reducing web site producer. Discussed the possibility of partnering with Westchester Community College with a possible internship for website project.
 - d. Farmer’s Market – move advertising allowance out of farmer’s market and into general advertising
 - e. Flea Market – discuss with Ferdinand the future for the Flea Market staffing and management.
 - f. General Advertising – increase general advertising fund to \$22,540.
 - g. Festivals – put caps on funding for festivals and notify the promoters early of the change in policy.
2. **2013 Budget-** Amy Harte made a motion to cover the deficit on the 2013 budget by using money from the fund balance, seconded by Frank Catalina. Vote- **unanimous**
3. **Community Support Funding** - Margaret Steele gave a presentation for funding. She is planning magic shows for every Wednesday evening approximately 45 minutes long, starting the 2nd week of December. The money requested will be used for marketing and promotion.
4. **Executive Director Salary** - the board discussed in private session the requested increase in salary for the executive director position. Chris Bobolia made a motion to increase the executive director’s salary to \$30,000 total compensation, seconded by Frank Catalina. Vote- **unanimous**
5. **Review of November BID Board Meeting** - a motion was made by Charlie Emberger to approve the November BID Board meeting minutes – seconded by Frank Catalina vote-

<u>Yes</u>	<u>No</u>	<u>Abstain</u>
Chris Bobolia		Brian Havranek
Amy Harte		John Sharp
Jeannette- by proxy		
Frank Catalina		
Charlie Emberger		
Ken Laudon		

Approved

6. **Events Committee** - Peekskill Makes Me Merry campaign discussed. Jason gave a brief report. The 1st Saturday was a disappointment with only 10 families participating. There are 22 businesses participating in the 10% discount shopping program. Marketing consisted of 10,000 direct mailings, 16 peak radio ads are coming, and use of the on-line Patch News. Marketing funding is running 10% over budget. Amy Harte made a motion to increase funding for the Holiday campaign marketing by \$300.00 seconded by Charlie Emberger vote- **unanimous**
7. **BID Advocacy**- the revised policy memo concerning the Downtown Residential Zoning issue will be presented to the Common Council at the January 7th meeting.
8. **Annual BID Board meeting**- an election committee was formed consisting of Jeannette, Chris, and John. The annual BID Board meeting will be scheduled sometime between January 1st to March 7th. Vacancies will be identified for posting.
9. **Paramount**- James Slaughter updated the BID Board on the progress being made concerning a new operator for the Paramount Theatre. He has given about 9 group tours of the building. He is creating a review structure by December 19th to evaluate proposals coming in. Sometime in January it is hoped a decision will be made and a new lease with operating conditions will be created. There will be no shows in February. Mr. Slaughter also discussed again the Blueprint for Downtown and gave out handouts for review.
10. **What Matters Project**- Lana Yu reported further on her proposed project "What Matters" project. She gave some locations for her project and requested the BID Board provide her the map showing the borders of the BID district. She answered some further questions asked by the Board.

A motion was made by Ken Laudon to adjourn meeting, seconded by Chris Bobolia- vote- **unanimous**

Meeting adjourned: 8:25pm