

MINUTES - Peekskill BID Board Meeting on Tuesday, December 1, 2015

In Attendance: Board Members: Sunny Cover, Lou Lanza, Sol Miranda, Kathie Talbot, Monica Flaherty, and Executive Director William Powers

Absent: Gabriel Arango Jr., Giovanni Stiefelmann, Ken Laudon, Deb Milone,
Jim Pinto

In Attendance Non-Board Members: Roja (The Coop, owner), Former Mayor Mary Foster

Meeting Called to Order: 6:10 pm

1. Sol requested further clarification on the Event Item of the Budget divided in quarters. Mr. Lanza explained. The BID reserves the right to increase/decrease upon events' needs.
2. MINUTES for Nov. 10 - Approved. (Ms. Cover made the motion, Mr. Lanza second, Ms. Talbot abstained.)
3. RFP - JAZZ & BLUES
 - a. RFP will be sent out by January 2. Deadline for responses is Feb. 15 and it will be awarded in March.
 - b. Mr. Lanza suggests to allocate some funding for its advertisement, and to contact Ben Green and Scott Seltzer for ideas, references, programming. Other resources & contacts were mentioned as well as local and private sponsors.
 - c. Ms. Cover suggests we get a list where RFP was sent and of applicants' info. Mr. Power confirms there will be a screening process.
4. PEEKSKILL MAKES ME MERRY
 - a. Events were discussed. Mrs. Foster suggested placement in The Journal News Event Calendar. More clarity in the description and separation between children and adult activities. Mr. Powers explained that there was radio advertising, print ads in The Examiner and 3,500 flyers sent home through the Peekskill City Schools to promote the downtown holiday events.
 - b. Sunny suggested the addition of big posters, more cross promotion, social media, more activity on the website overall.
 - c. Sol explained new initiative "Peekskill In Lights" Windows of Hope, Christmas Caroling and Residents Holiday Decorations Contest — all info on a FB page and website. Mrs. Foster wasn't able to view it on FB via the link she had received.
 - d. Tent Holiday Boutique was not happening this due to budget, time and lack of resources to mobilize it this year. The tent alone costs \$2000.
5. KEON
 - a. Cleaning dates: three of the following days per week: Friday, Saturday, Sunday or Monday now through end of December.
6. CITY STREETSCAPE PROJECT
 - a. Mr. Powers set up a meeting for Sunny, Louie, John Weeks and others to meet with the consultants to provide input. Master Plan covers: Lighting, benches, sidewalks, trees & bike racks on Brown, S. Division and South Sts.
7. SECURITY CAMERAS
 - a. Mr. Lanza explained briefly about a Security Company that interconnects their cameras with already owned business cameras making the possibility to have more surveillance in town economically feasible. The meeting and idea was put forward by Peekskill Police Chief Eric Johansen.
8. Meeting adjourned at 7:35 pm.