

Minutes of Peekskill BID board meeting February 2, 2015

In attendance board members Amy Harte, John Sharp, Howard Copeland, Lou Lanza, Kathie Talbot, Deb Milone Giovanni Stiefelmann, and Exec Director Jason Angell

Non- board members in attendance were

Corinna Makris corinna.makris@gmail.com 646262 2578c

Maureen Winzig PPA

Sol Miranda

Ro-z Edelston lightsbyRo.z@gmail.com 2032538233

Justin Zanzarella JustinZparamountHV@gmail.com 8458030326

Monica Flaherty monica@theflatz.com 160 North Division St

Darby Melnik darby.Melnik@gmail.com 914 3932423

Katie Feder embarkpeekskill@gmail.com 3474533182

Sunny Cover

Meeting called to order at 6:09

(numbers refer to agenda numbers.)

1. Maureen Winzig commented on how indebted the PAA was to Amy Harte for her donated BID graphics work used to promote PAA activities. Monica Flaherty made the board aware of the delays she is experiencing with art loft conversions at her properties. The delays are specifically due to the art loft conversions rather than continuing with other uses not requiring new approvals.
2. After reading the minutes, the board approved them unanimously on a motion by Deb seconded by Amy.
3. This review was skipped at this point in the meeting.
4. Open Studios 2015 presentation by Maureen Winzig. This is the biggest event in the PAA calendar, there is a lot of foot traffic visiting studios, and Peekskill coffee shop is packed all day. A mailing of 4,000 pieces is made, and the BID supports through advertising spots on radio. It was suggested that PAA pursue corporate sponsors now that they are a 501-3C organization.
5. Restaurant Week – John Sharpe reported on this upcoming week in March which is totally funded and promoted by the restaurants in Peekskill.
6. Exec Dir search – Jason reported that 10 resumes have come in already. The deadline for submissions in February 23. There was discussion at this point on the city's own goals for the downtown and economic development in Peekskill and the Peekskill IDA. The consensus was a lack of direction existed at this time, and a lack of funds for new initiatives.
7. BID ambassador program – with Mike Welti absent, this item was skipped.

8. Election update and annual meeting. The deadline for candidates to declare themselves is February 6. The Annual Meeting is at 6PM February 26
9. Music Festival – RFPs were sent again after the subcommittee declined to accept any of the options discussed at the last meeting.
10. other business

Jason reminded the board of the financial details of the first winter farm market and how well it is proceeding. He asked the board to allow Corinna Makris to receive the remaining small profit of the weekly markets. This totals about \$125/ week. Because the overall market sales are so much less than the summer market this increase in her earnings from the market in winter is only reasonable. The board accepted the proposal and voted unanimously to have that additional amount given to her.

Amy and Jason showed new BID light pole banners which feature photographs of merchants and artists. The funding for the banners is part of the budget so no vote was taken.

On the weekend leading up to Mardi Gras There will be a parade Friday February 20 and Saturday night will feature a pub crawl and Buckwheat Zydeco at the Paramount.

AT 7:38 the meeting ended by general agreement

Respectfully submitted,
Howard Copeland,
Secretary