



**Peekskill Business Improvement District**  
**Board of Directors Meeting Minutes**  
**Tuesday, April 4, 2017 @ 6PM**  
**Hudson Valley Gateway Chamber of Commerce,**  
**One South Division Street Peekskill, NY**

Board Members present: John Sharp, Giovanni Stiefelmann, Ann Scaglione, Frank Pugliese, Roya Zarrehparvar, Jim Pinto, Sean Kearney, Jeorjia Shea, and Executive Director Bill Powers. Absent: Louie Lanza, Brendon Fitzgerald, Kathy Talbot. BID Members present: Sunny Cover, Mary Foster, Brian Fassett, and Sepp Spenlinhauer. Guests: City Manager Richard Leins; Nina Orville, Rand Mannasse, Doug Hertz from Sunrise Solar; Jessica Youngblood, City of Peekskill.

Mr. Powers called the meeting to order at 6:01pm.

Minutes to March 7, 2017 meeting were approved.

#### **Solarize Peekskill Presentation**

- Representatives from Solarize Peekskill (City of Peekskill Planning and Development, Solarize Westchester and Sunrise Solar Solutions LLC) made a presentation to the board about the availability of incentives and a program to bring solar to residential and commercial properties in Peekskill.
- Peekskill was chosen through a competitive process along with some other communities.
- Program provides incentives, reduced costs and financing options.
- Time limited campaign, commercial inquiries must be submitted by June 5.
- Assessments to see if properties qualify are free.
- Solarize Peekskill will make several presentations to promote participation; BID will send info out through Eblast.
- Open to commercial properties, preferably with at least 5K square foot of roof space. Mr. Powers pointed out that that would eliminate many properties within the BID.

#### **Go Peekskill**

- GoPeekskill's Sunny Cover made a presentation to the Board seeking funding for the 2017 Shuttle service after outlining the success of the shuttle in 2016.
- Asked BID to contribute \$8,000 towards the shuttle.
- Shuttle proposed to start May 22 and run through end of November.
- GoPeekskill plans to spend additional monies on marketing this year.
- Mr. Leins noted that there may be some concerns from the IDA since last year's proposal was designed as a pilot program and added that there were some lingering concerns regarding taxis.
- Motion was made and seconded to approve \$8,000 in BID funding contingent on the Peekskill IDA contributing their share. Motion carried.

- Mr. Kearney suggested that the BID write a letter of support for the project to the IDA. Mr. Powers acknowledged that he will do so.

### **Executive Director's Report**

#### **Business Council of Westchester WEXPO**

- Mr. Powers and Mr. Pinto attended the Business Council of Westchester WEXPO at the Westchester Hilton.
- Mr. Powers arranged for the BID and the City to share booth space to promote Peekskill.
- About 125 people stopped by the booth; Mr. Powers reported that everyone who stopped by was familiar with Peekskill's positive image, mostly due to the restaurants.
- Mr. Pinto stated that Peekskill was the only municipality at the WEXPO, making us unique.
- Mr. Powers noted that Westchester County's new Executive Director of Economic Development stopped by the booth as did Marcia Gordon, the President of the Business Council and NYS Attorney General Eric Schneiderman.

### **Stash the Trash campaign**

- Mr. Powers noted that the Stash the Trash Campaign was mailed out to all property owners and businesses for which we have mailing addresses.
- Mr. Powers noted that he had received only one inquiry.
- Mr. Leins stated that he was forming a trash task force and will invite the BID to participate.
- Ms. Cover stated that a lot needs to be done with trash collection like requiring the use of trash cans and not plastic bags, increase the number of recycling days per week, and picking up trash on holidays.

### **Banners**

- Mr. Powers received requests to place banners up on the hardware the BID owns in the downtown from St. Peter's Church for their 250<sup>th</sup> Anniversary and the Peekskill Fire Department volunteers to promote the Fourth of July parade.
- There was no objection to either request and they would not be charged a fee by the BID.

### **Marketing and PR**

Mr. Sharp wants the BID to focus more on marketing and promotions.

### **Website**

Mr. Steiflemann offered to review the website to see if it can be improved.

### **BID Member comments**

Mr. Seppheiser reported that there were outdated photos on the city website. Mr. Pinto quickly announced that when brought to his attention, they were quickly replaced.

Meeting was adjourned at 7:35pm.