



Peekskill Business Improvement District
Board of Director's Meeting Minutes
Tuesday, June 5, 2018 @ 6pm
Hudson Valley Gateway Chamber of Commerce

Present: Brian Fassett, Brendon Fitzgerald, Jeff Tracy, Frank Pugliese, Sean Kearney, Kathie Talbot, Ann Scaglione, Jim Pinto, Larry D'Amico, Executive Director Bill Powers. Absent: John Sharp, Jeorjia Shea.

Meeting called to order by Pres. Fassett at 6:05 pm

Flower Planters

Mr. Powers reported that the City Manager informed the BID that the resolution regarding the boxwood donation and flower barrel watering will be on City Council meeting agenda for Monday 6/11. Mr. Powers stated he felt there was full support from the Council for these efforts. If approved, the BID would pay the city \$5,000 to water the barrels from now until Labor Day, or past, if needed. Discussions still being held as to where the donated boxwoods would be planted. Mr. Powers and Mr. Fassett met with the City Manager and DPW two weeks ago regarding all these efforts and suggested five locations as to where the boxwoods might be planted. Mr. Fassett also explained there is some concern from some BID members who are asking to keep the barrels in front of their business. It was determined that for a nominal \$35 donation they can buy the barrel, and that they are then responsible for the planting and upkeep of their barrel. Mr. Fassett suggested that BID signage to be removed from those barrels. Three members have come forward at this time seeking to keep their barrels.

KEON Center

Mr. Powers explained that he and Mr. Fassett met with the KEON Center folks a few weeks ago. The BID had requested they propose to expand the street sweeping by one day; KEON is currently scheduled 3 to 4 times per week; they are unable to add an extra day per week of streetsweeping, but offered to do an extra hour per day. Mr. Powers felt this was not a great return on our investment and prefers an extra day. Wheelabrator is back on board to financially support the project. Mr. Powers will clarify some budget numbers with KEON and then bring this back to the BID board in July for consideration. Mr. Fitzgerald asked how many days a week they are working now. Mr. Powers explained it is weather-dependent but normally three days. Mr. Powers will check on the specific days the board approved but thought it was Mon/Thurs/Sat or Mon/Wed/Sat trying to focus more towards weekend.

Art Prints on South Street

Mr. D'Amico would like to spruce up vacant store fronts on South Street between Union and Division. He has contacted realtors who have empty properties for sale to see if the owners would be amenable to put artwork and archival pictures in empty windows. He is working on materials for three buildings. Mr. D'Amico contacted John Curran from the Peekskill Museum to help research some archival shots of South Street from the turn of century or earlier. Mr. D'Amico mentioned he also would like to address the empty storefront across the street. Mr. Tracy asked for clarification as to what buildings, and he stated 923 and 925 South Street. Mr. Fassett asked Deputy Mayor Talbot to clarify something said from an earlier meeting regarding the concern to put things in store windows. Ms. Talbot explained the concern was from the planning department regarding putting moving images in the window during the holidays; they did not want displays to become a distraction to drivers. Mr. Powers asked for a ballpark figure of costs. Mr. D'Amico explained not a "heck of a lot" – just the expense of materials. Mr. D'Amico was given board approval to move forward.

South Street Benches

Mr. D'Amico had spoken to the City (Jean Friedman) regarding removal of two benches installed as part of the streetscape project; Mr. D'Amico had prepared a petition to have the benches removed but the City has asked him to hold off on collecting signatures. Ms. Talbot noted she also spoke to the City Manager and explained they would be removed. There are two benches, one in front of Mr. D'Amico's property and one in front of the store located across the street at 904 South St. Mr. Fassett asked where the city would move the benches to, but Ms. Talbot did not know. Mr. Fassett determined that there is no need for the BID to offer support in this matter currently. Mr. Powers explained that these benches were originally supposed to be installed by Weeks Jewelers. Mr. Weeks had objected and that might be why they were relocated to the other end of South Street. Mr. Pinto will look into options of where they could be relocated.

May Meeting Minutes

Motion by Mr. Pugliese, Pinto seconded to approve minutes from May 1 and May 30, 2018 minutes.

Division Street Sculptures

Mr. Fassett explained he is looking for some smaller beautification projects that could be done immediately that might have a larger impact in the downtown. He noted the bad condition of two existing sculptures on North Division Street, on the corner of Central Avenue and in front of McDonald and Peacock House. Mr. Fassett reached out to artist Wilfredo Morel to refurbish

these sculptures. He learned the smaller one is actually done by Mr. Morel originally and is owned by a person who no longer has a studio on that street. Mr. Morel offered to refurbish the statue, but needs to get them to his shop in Redhook. Mr. Fassett offered to use his van for transport. Mr. Morel would not charge per se, but thought that \$500 would cover the expense of materials needed to refurbish. Mr. Fassett explained City Council approval would be needed to then reinstall these back on the street properly and safely. Mr. Fassett put the question to the board as to their interest in making this happen. Ms. Talbot asked if Mr. Fassett had reached out to Livia Strauss at HVCCA to see if they plan to do a Peekskill Project this year. Mr. D'Amico was not sure they planned to do that this year. Mr. Fassett explained these statues have been there for over 10 years. Discussion took place, and it was determined that the board was not interested in fixing the smaller sculpture, but thought the larger one was worth refurbishing. Mr. Spenlinhauer questioned if the art belongs to the City or the artist. Mr. Fassett explained that the small one is owned by Leela Bora and she may be interested in having it back. The larger one appears to have been abandoned. Mr. Spenlinhauer expressed concern that these repairs would be made and then the original artist would come back and have concerns over the refurbishments. Mr. Fassett explained this discussion is only to find if the BID is interested in repairing the statues, and then figure out the next steps, including working with the city to do this properly. Mr. Pinto thought perhaps the BID should look to encourage more and different sculpture installations on that street as part of a larger program. Mr. Tracy expressed concerns over who owns the statues. Mr. D'Amico explained that the large one has been there for well over 12 years and seems abandoned. Mr. Fitzgerald did not feel that they were worth fixing, especially if they are other people's property. Mr. Fassett then suggested if not interested, we should make effort to remove them from the street. It was determined by the board to ask for the removal of the smaller sculpture on corner of Central, and renovate the one in front of McDonald and Peacock House. Mr. Fassett will reach out to find the owners and figure out the next steps. Mr. Powers suggested there should be a paper trail at city hall regarding these donations.

Motion by Kearney, second by Pinto to authorize \$250 to refurbish the sculpture in front of McDonald and Peacock and remove the sculpture on the corner of Division/Central. Motion carried. Mr. Fassett will reach out to Mr. Morel to see if he can contact the owner and have it returned and see if he is still interested to work on the larger one.

Jazz and Blues

Scheduled representative did not show for discussion on bringing back the Jazz and Blues Festival. Mr. Fitzgerald explained he felt it was time for the BID to bring back some kind of music festival to the downtown. He suggested a September or October music festival; he

would like it to be a BID sponsored event. Mr. Fassett explained the group looking to do something like Jazz and Blues was thinking of hosting an event later in July. Mr. Fassett stated that is simply too soon to plan this type of event. Mr. Fassett asked if we should consider making this a BID event, where it is our work, our sponsorship. Mr. Fitzgerald feels we could get good momentum, if we start now, and begin planning a band and DJ for now, with the hopes that it will morph into something bigger. Ms. Talbot felt we should hire a producer. Mr. Powers gave a brief history of the Jazz and Blue festival, noting that the BID had gotten out of producing the show on its own. An RFP was sent out to producers, but an 18 month lead time is needed for producers to be able to properly put together. He explained the BID board did pull back funding and then decided not to fund events. Mr. Powers does feel it is a great event, and there is history of concern from previous planners. Mr. Fassett suggested dropping the “Jazz and Blues” name due to past history and animosities, and try to work with all interested parties once again with a new energy, with a re-branded event. Mr. Fitzgerald put a motion forth to start planning this event, second by Mr. Kearny. The motion carried. Mr. Fassett asked and appointed Mr. Fitzgerald to head this event committee.

Event Support/Radio Ads

Mr. Fassett played sample radio ads paid for by the BID to show where and how our event support monies are being spent. Flea Market Farmers Market, Shop Hop, Indoor Farmers Market, Cinco de Mayo, Arts Alliance Open Studios, and Peekskill Makes Me Merry. The ads are on WHUD, cost \$100 each for airing, \$28 on The Peak, total of app. \$2000/period of time for monthly events. It was noted that the ads may be too long, with too many events being noted in one spot. It was suggested that a year- long program be implemented to spread out the messages. Mr. Tracy suggested that Enormous Creations be consulted.

Website

Mr. Fassett explained that the desire for a media plan that fits also into the need to revamp our website. He explained it is limping along and is missing quite a bit of information. He feels that the current site is inadequate. Mr. Fassett thought that an RFP would be necessary or, we could just reach out to three vendors. Potential vendors are Enormous, Mike Ford from Safe Cloud and West Graphics. Mr. Powers and Mr. Fassett will investigate. Mr. Fitzgerald thought that we could have the chosen vendor also reach out for discounts to our BID members to help maintain their sites as well and have them have potential to cross-post.

GOPeekskill Shuttle

No representative was present to provide the board with an update from the last meeting. Mr. Fassett stated that the only offer for funding is currently from the BID, and was concerned that perhaps they will not be running the shuttle this year. They did not attend the the May IDA

meeting. A brief message was received from Deb Milone at the Hudson Valley Gateway Chamber of Commerce regarding the stats of the shuttle ridership last year: the Shuttle had 6,812 riders of which 3,241 were taken into the downtown. A representative from Go Peekskill is expected to attend the IDA meeting in June.

Parking

Mr. Fassett reported that the City's parking study was presented to the Council on 6/4, and it is much of what Mr. Tracy already presented to the BID board. The City Staff is reviewing the recommendations from the study and will take the priority recommendations back to the city council for action. He explained that at some point the BID could jump in and help with some of the solutions. However, the city will be bringing in a PR company or someone to help with some level of branding as part of a focused effort. Mr. Fassett explained the study concluded the Downtown has ample parking, but wayfinding signage is needed to get people to utilize the garages. The city will also look at parking permits and other programs to improve parking options. Mr. Powers suggested that BID members will be concerned that this is a long term solution, and that the BID may be able to help with an interim solution by providing some basic and temporary signage downtown for the summer. Mr. Fassett asked Mr. Tracy, Chair of the BID Parking committee, to identify some of these locations and choose some types of banner solutions immediately. Mr. Fitzgerald reiterated putting up simple banners on the garages, "free parking" or potential pole banners with a "P" for Parking and an arrow. Mr. Tracy expressed concern about getting city approval for these banners. Mr. Spenlinhauer suggested we could immediately get signs for the parking machines that have say "free parking on weekends". Mr. Tracy suggested the city needed to reprogram or turn off the meters on off hours. Ms. Scaglione, based on her review of data, stated there are very few people that put money in the meters on the weekend and did not feel signage was needed. Ms. Scaglione stated the meters and kiosks are off on the weekend, but Mr. Tracy said they are not off; she will look into that. Mr. Pinto will work with BID and Planning Department to get banners approved and installed. Mr. Tracy will work with Mr. Pinto.

Motion was made by Mr. Fitzgerald and seconded by Deputy Mayor Talbot to put \$1,000 towards parking banners. Motion carried.

Other business

Ms. Talbot reminded everybody about the gun buy back fundraiser will take place at the Marina on June 9.

Mr. Spenlinhauer reminded the board to start to thinking about the holiday decorations sooner

than later. He also asked that perhaps the BID put some money aside for new LED bulbs to replace some colors of the snowflakes and proposed the BID may need a new layout for the snowflakes this year. Ms. Talbot thought we should also look at doing some streetscapes/garlands over the streets.

Executive Session

Motion was made by Deputy Mayor Talbot, seconded by Mr. Pugliese to go into Executive Session to discuss contract of a certain employee and contract renewal. Motion carried. Mr. Powers excused himself.

Respectfully submitted
Frank Pugliese
Secretary