



Peekskill Business Improvement District Minutes
Tuesday, September 11, 2018
Hudson Valley Gateway Chamber of Commerce
One South Division Street, Peekskill, NY

Call meeting to order

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

Present: Brian Fassett, Frank Pugliese, Brendon Fitzgerald, Ann Scaglione, Jim Pinto, Larry D'Amico, Executive Director Bill Powers. Ms. Vanessa Agudelo joined the meeting in progress after attending the Fire Department's 9-11 Ceremony.

Absent: Sean Kearney, Jeff Tracy, Jeorjia Shea, and John Sharp.

BID members present: Mary Foster, Scarlet Antonia, and Evelyn Lee from The Evolution Gallery. Sepp Spenlinhauer joined the meeting in progress.

BID members to be heard: Mr. Fassett allowed Ms. Foster to report on the children's activities that she is organizing for the Harvest Festival, as she had to leave for the 9-11 Ceremony. Ms. Foster reporter that there will be games for children on the North end of North Division St. There will be no bouncy castle but there will be other games. There will be eight to nine activities for kids including pumpkin decorating, marker kits, clothespin people, mason jar decorating, a dig for dinosaur eggs, rock and skull painting, etc. There will be 15-20 of each. Kids will use foam markers, with washable paint and Q-tips. Kid friendly food will be made available between 2pm and 6pm. A musical activity will take place every half hour presented by Alexa Tate. BASF will also have their science tent set up. 3-4 large tables will be needed for the activities and BASF needs a tent and tables. Ms. Foster will need 50 pumpkins about the height of a bottle of water for the pumpkin decorating. Frank Pugliese will coordinate purchase or donation of 50 such pumpkins from Corinna Makris, the Farmers Market Manager. All activities will be free. Mary will provide some tables, toddler tables and chairs. We will need to supplement with our rental chair order. Mary also has some decorations from previous events. There will also be a "guess the weight of the big pumpkin" purchased from one of the farmers at the farmers market. Winner will receive a farmers market basket and gift cards from downtown restaurants.

There were no other comments from BID members.

Harvest Festival: Mr. Fitzgerald passed out a handout of the last Harvest Festival Committee meeting's minutes.

Mr. Fitzgerald reported that the current estimated budget for the Festival is \$13,719 and should be under \$15,000 overall. We have about \$3,750 in sponsorship promised to date. Vendor applications deadline was extended to September 28, 2018, we will try to squeeze in last minute request from interested vendors. The question was raised about whether any of the sponsors wanted booth space and it appeared most do not. Mr. Powers was asked to follow up on HRHCare to see if they wanted a booth. Sponsor logos need to be in two weeks before for banner printing.

Mr. Pugliese reported on the meeting he had with Bertoline's regarding the beer choices for the 11 tap truck and the four tap truck. Choices of beer were discussed. There was also discussion on whether to sell water or not and Mr. Pugliese was asked to obtain a price on water. Suggestion was to sell \$5 a cup. Concern was to keep up with demand, and make easy change. We confirmed the committee approved adding the 4-tap truck to K-Lot – this will be an addition \$150 for labor. Mr. Pugliese also noted that the Bertolines need to have the liquor license permit at least 48 hours before the event. Mr. Pugliese also requested the BID's EIN number/non-profit status. Mr. Powers stated he would supply that information by email to Mr. Pugliese. Bertoline will put up pennant banners before the event and have them removed by Monday. Mr. Fassett said the banners should not be up any longer than day before and should come down as quickly after event. Live radio between 3pm and 5pm. Four road banners are in progress. Mr. Pugliese will obtain 12 pumpkins for the stage.

Mr. Pugliese also handed out copies of what the staff/volunteer T shirts would look like. Mr. Powers pointed out the BID logo was incomplete and that had to be corrected. Otherwise the design was approved.

Mr. Fitzgerald said the "Still the One" distillery would need to sell bottles if they came as a vendor. Mr. Fassett brought up a prior concern regarding the two liquor stores in our BID district. However, the Board approved "Still the One" and felt there was no competition.

The children's rental games will be moved to the adult area after 6pm. Mr. Fitzgerald will order the games. The Gazebo will be beer age ID station and wristband. We will need bartenders and volunteers to staff the beer trucks. We will start a spreadsheet for volunteer shifts. Mr. Fassett suggested Jeff Tracy could organize volunteers.

Mr. Fassett stated that Vivian McKenzie will vend with her food truck and John Sharp is also planning as well. Mr. Powers thinks we could make one last pitch to food vendors. There was additional conversation about food vendors including Savannah's and Jodie's hot dog truck. Mr. Fassett said that we are going to ask M&P and Quiet Man to do kid-centric food between 2pm and 6pm. We could use a "fair-food" vendor.

We will do a "guess the weight of a giant pumpkin" and we should obtain a gift card basket as a prize. It will be near the gazebo. Mr. Pugliese will reach out to Corinna to obtain corn stalks, pumpkins, small pumpkins and the giant pumpkin.

Mr. Pugliese will provide a generator, lights, and cords for the beer booth. Mr. Fitzgerald would like to obtain LED light strings for the vendors. Mr. Fitzgerald reported that all the musical acts had been booked, that there are 27 vendors.

As Bertoline is advertising on WHUD, Mr. Fitzgerald requested an additional \$2,000 to be used for advertising, with \$1,200 for The Peak Radio and the rest for social media ads. Mr. Powers was asked to handle radio ad placement. Mr. Fitzgerald will handle social media. Mr. Spenlinhauer suggested that we print postcards and pass out to the downtown businesses. Mr. Fitzgerald noted that he will have post cards printed. These additional costs put us to about \$16k budget.

Motion was made by Mr. Pugliese and seconded by Mr. Pinto to add \$8,500 to budget, monies to come from savings on flower barrels and rent to cover the cost of the Festival. Motion was unanimously approved. Next meeting will be in 10 days. Mr. Fassett will reach out to Mr. Tracy for volunteers.

Parking Committee: Mr. Tracy was absent, so there was no report given but Mr. Powers noted that the Council will be discussing parking signage at their September 17, 2018 meeting.

Website: Mr. Fassett and Mr. Powers met with Enormous Creative to get started on the new website. Mr. Fassett is looking to have a functioning website in 90 days. It was decided to hold off on the social media components until a later time and instead have Enormous focus on the website. Mr. Fassett noted that the new website will have a registration page for class A and B members and allow for a separate database for future communications. There will be an event calendar function for all area events; BID member-activities would be featured more prominently. Mr. Fassett would like that calendar to become the new go-to calendar for all Peekskill events. We are working on pulling assets and photos for the new site. We might want to reach out to local photographers for some new assets. There will be two BID members' registries and options will be presented to us.

Banners: Enormous Creative finished designs, copy of same were passed out for review. Implementation based on City approval and Mr. Fassett indicated that it may be necessary to hold off on getting the new banners done for the Fall and instead wait until next spring to roll them out since the timing may conflict with the holiday banners.

Holiday Lights: Committee will be re-formed through the PEP Committee. The lights will be assessed for damage or need for replacement. Mr. Fassett asked that members of the PEP Committee set up a meeting date. Mr. Powers will check with the city to see if the flower watering is still happening. Mr. Fassett asked Mr. Powers to have the dead planter on Park St. near Bank Street to be taken away. Mr. Spenlinhauer is concerned what the next steps for the flower barrels will be. Will there be something put in next? Evelyn Lee suggested mums.

Sculptures: Mr. Fassett indicated that Wilfredo Morel will remove one sculpture for repair and place it on the sculpture garden outside the HRHC. Mr. Fassett passed out a proposed new location for the second sculpture to be in front of Wells Fargo Bank on South Street, contingent upon City approval. He

also noted that Mr. Powers suggested doing a re-dedication ceremony when the sculpture is refurbished since it is part of the city's early art movement. Mr. Fassett confirmed the Board is still supportive of the \$250 allotment to re-do this sculpture.

Budget: Mr. Powers passed out a copy of the budget; the BID is in good shape financially. He noted that all categories were on or close to budget. Mr. Fassett asked specifically about the Farmers and Flea markets and Mr. Powers noted that they are on or close to budget; though he further noted that both markets seem to be doing better this year on the revenue side. Mr. Spenlinhauer suggested putting some money aside for barrel decorations.

Event Policy: Mr. Powers explained the difference between a BID-sponsored event versus a community or business sponsored event. He noted that the Harvest Festival is indeed a BID sponsored event. The BID will reimburse community groups/businesses that are conducting events open to the public in the downtown for street closure fees, rental of show mobile and would include such events in any upcoming BID advertising. Open to any BID member. The BID no longer supplies or provides insurance coverage for events. Mr. Fassett asked Mr. Powers to email out the existing policy to the Board as a refresher. Mr. Spenlinhauer noted that the word "sponsor" is perhaps confusing. Perhaps we should change wording to "produced". It will be reviewed.

Name Tags: Mr. Powers passed out the BID's new name tags. Mr. Fassett explained that all Board members should wear these and identify ourselves to the community at BID related grand openings, ribbon cutting and other public events. Mr. Powers thanked Mr. Pugliese for this idea.

Members to be Heard:

Mr. Fassett introduced new member Evelyn Lee, proprietor of The Evolution Gallery on Main Street on the first floor of the Lofts on Main building. He encouraged all members to stop into her shop. Ms. Lee offered her help for future events and such.

Scarlett Antonio introduced herself as proprietor of Studio 4 on South Street; she requested a booth at the Harvest Festival. Mr. Powers will handle.

Mr. Fassett suggested that Evelyn Lee be on a committee/focus group of new business owners. She recently went through concerns regarding a sandwich sign board. She had some issues with confusion at City Hall and the correct path to do things properly. As the Council has brought this up to start to deal with, she would be a great asset to this study. Ms. Lee did mention everybody she dealt with at City Hall was very nice, however just not sure what the procedure was. She noted there were a lot of rules, and a potential fine. She noted that proper procedure should be easier than this. Mr. Pinto suggested she discuss this with him.

The issues of where the benches removed from South Street were relocated to and per Brent VanZandt through Jim Pinto, one went to the library, one went to the large flagpole, and the other moved to in

front of the dollar store on Main Street. Two of the three locations are in the BID district, noted Mr. Fassett.

Councilperson Vanessa Aguelo arrived.

Introduction of Councilwoman Vanessa Agudelo, new Board Member. Councilwoman Vanessa Agudelo, newly appointed liaison from the city council to replace Ms. Talbot on the BID board, arrived from the city's 9/11 observance and was introduced by Mr. Fassett. She stated that she was happy to working with the BID, and particularly noted her interest in sustainability issues. She also mentioned that the conservation advisory council would like to talk to the BID Board. Mr. Fassett suggested getting these thoughts and concerns onto an upcoming agenda.

To close out the meeting, Mr. Fassett asked all those present to observe a moment of silence held in remembrance of the victims of 9/11 terrorist attacks.

Meeting was adjourned at 7:25PM.

Respectfully submitted,

Frank Pugliese

Secretary