

**Peekskill Business Improvement District
Board of Directors Meeting minutes
January 10, 2017
Hudson Valley Gateway Chamber of Commerce Conference Room**

Present: Louie Lanza, Monica Flaherty, Gionvanni Stielmann, Kathy Talbot, Deb Milone, Ann Scaglione and Executive Director Bill Powers. Guests: Richard Leins and Mary Foster. Absent: Sunny Cover, Frank Pugliese, Roya Zarrehparvar, Gabe Arango, Jim Pinto.

Meeting called to order by Executive Director Bill Powers @ 6:03pm

Executive Director's Report -

- Mr. Powers reported that Corinna Makris would not be able to attend tonight's meeting due to her concern for icy roads.
- **BID Renewal:** Mr. Powers reported that the City Council approved the extension of the BID with a 3 year sunset clause. Mr. Powers thanked Ms. Talbot for working to get the ordinance passed and also thanked Former Mayor Mary Foster for attending the December Council Meeting and speaking in favor of the extension, but suggesting that we should re-visit the sunset clause in the future.
- **2017 BID Board openings:** There will be three property owner positions and one tenant position open on the BID Board. Monica Flaherty (O), Gabe Arango (O), Deb Milone (O), and Sunny Cover (T). Mr Powers will send a letter, eblast and post notice to the BID website about the availability of the open spots as we did last year. Mr. Powers encouraged any board member to recruit potential board members.
- **NYE Ball Drop:** Mr. Powers indicated that was a large crowd at the NYE ball drop. Mr. Lanza stated that everyone seemed to have a good time. The new flag pole/ball drop location was installed in time for use on NYE.
- **RFP for Flower Barrels:** Mr. Powers suggested it was time to issue an RFP for the flower barrels, noting that this has not been done since 2014. Mr. Powers noted that Shades of Green has been doing a great job and that we have extended the plantings to four seasons. Mr. Powers inquired about the previous \$45 contribution from merchants to help pay for the program. In exchange they would have a flower barrel placed near their place of business. This had been a previous policy and Mr. Powers asked that it be re-instituted in order to help defray costs. Shades of Green indicated that have kept their prices the same for three years but that their costs are rising.

- **Final Accounting for 2016 shuttle project:** Mr. Powers provided a final accounting for the 2017 shuttle project. Shuttle expenses totaled a little over \$15,000, with the BID contributing \$5,000; GoPeekskill contributing \$2,200 and use of the van; PFDC contributing \$3,411.30 to date with a request for an additional \$4,451.98 as per our agreement. Mr. Powers reported that the shuttle generated between 50-75 people per day at first but peaked at 150 per day on some days. Many people wanted to go to Blue Mountain sated Ms. Milone. Mr. Leins stressed that the parameters if the shuttle project have to be tightened up.

Here is a breakdown of the expenses as provided in a written report distributed the Board:

Item	Expense
Shuttle driver/gas for 20 weeks 7/25/16 – 11/27/16	\$11,963.28
Shuttle insurance	\$1,700.00
Shuttle maintenance	\$500.00
Explore Magazine ½ page	\$700.00
Half Page Examiner ad	\$200.00
Total 2016 Shuttle Expenses through 11/27/16	\$15,063.28

Here is a breakdown of the contributions collected to date to cover the expenses:

Participating Entity	Contribution
BID (to date)	\$5,000.00
PFDC (to date)	\$3,411.30
Go Peekskill (to date)	\$2,200.00
Total 2016 Shuttle Contributions through 12/1/16	\$10,611.30

- **December events:** In addition to the toy giveaway, Mr. Powers noted that he attended Mr. Cholado's grand opening and Weeks Jewelers' 120th anniversary in December. The BID presented the Weeks with a Certificate. There was an interesting discussion about what goes into a delicious cholado.
- **Holiday Toy Give A Way:** Ms. Milone stated that 400 kids attended the BID-Chamber-City co-sponsored toy give away at the Paramount in December. Ms. Foster suggested moving the wait line from outside to inside and Ms. Milone said they were planning to do that in 2017.

Meeting was adjourned at 7:20pm.