



**Peekskill Business Improvement District
MINUTES - Board of Directors**

**Tuesday, September 1, 2015 @ 6PM
Hudson Valley Gateway Chamber of Commerce Conference Room
One South Division Street, Peekskill, NY**

The meeting was called to order at 6:14PM. Present were Board Members: Ken Laudon, Sunny Cover, Louie Lanza, Kathy Talbot, Deb Milone, Jim Pinto, Monica Flaherty, Giovanni Stieffleemann and Executive Director Bill Powers. Sol Miranda was present but left early for another commitment. Absent: Gabe Arango. Guests: Ken and Sean Kearny from Kearny Realty & Development and John Lynch, City of Peekskill Planning Dept., Joe Conti and Mike Curran, Keon Center.

Sol Miranda advised the board that she would have to leave early; Bill Powers agreed to finish taking minutes.

Main Street Lofts Project Presentation:

- Ken and Sean Kearny from Kearny Realty & Development made a presentation about their plans to build The Lofts on Main Street at 922 Main Street and 921 Diven Street, which is currently a vacant lot.
- City Planning and Development Dept. asked BID Board to hear presentation and to provide comments.
- Kearny Realty purchased the property in December 2013.
- Project will have market rate rents (\$1500 1BR/ \$1850-\$1900 2BR) and reduced rents for artists (\$1100 1BR/\$1375 2BR).
- Main Street will have four retail/stores, possibly a restaurant. Center store front will be a false storefront which will allow access to the courtyard.
- Artists will be able to show their artwork in space provided, and could host art shows in the courtyard.
- There will be on site management office and superintendent.
- Lofts will feature 16 foot ceiling with an open loft.
- There will be a fitness room and roof deck on both buildings.
- Kearny undertook parking study and agreed to contribute \$75,000 to improve parking garage signage and lighting and agreed to pay for 80 parking permits for three years for tenants. After three years they would assess the parking n permit needs.
- Expects to break ground in March or April 2016 and expects to be finished in 18-20 months.
- Indicated there would be no impact on traffic flow on Main Street because of delivery of materials would be from Diven Street.

- Main Street façade would be brick and Diven Street façade would be brick and other materials.

Street Sweeper Proposal by KEON Center:

In keeping with the previous Board's desire to launch an ambassador program (street cleaning and assisting visitors), Bill Powers invited the KEON Center to develop a workable proposal. The previous plan involved the BID contributing \$18,000 a year and the City of Peekskill contributing \$12,500 per year. Joe Conti and Mike Curran presented the following:

- KEON Center will provide three individuals and a job coach to sweep sidewalks and gutters and remove litter and weeds within the BID district (about 25 blocks).
- They will work four hours per day per morning on Monday, Wednesday, Friday and Saturday and Sunday.
- The total cost will be \$10,166.00. Bill will ask the City to prorate their contribution to cover their contribution through the end of the year.
- KEON will provide the labor and cleaning devices, supervisory personnel, transportation for clients and insurance.
- Bill will work with City DPW to make sure any issues are addressed.
- Estimated start date on or about October 1, depending on city approval and contribution.

July 7, 2015 BID Board of Director's Meeting Minutes: will be reviewed at the next meeting.

BID member survey:

- Monica Flaherty is working with Mr. Powers and LaFern Joseph from the Fern Tree on a survey of BID members.
- Ms. Flaherty suggested some kind of incentive program for those completing the survey.
- Ms. Flaherty suggested it was a good way to get feedback and repair the negative image of the BID.
- Ms. Milone thought the survey was a good idea and suggested giving "bid bucks" which would allow those completing the survey to use them in participating businesses. Mr. Lanza agreed to participate.
- Another meeting will need to be scheduled to develop questions.

Fall Advertising:

- Sunny Cover presented the BID's fall advertising plans.
- The BID has purchased a half page ad (\$1000) in the Upstater, which is distributed in New York City and other businesses helped to support the publication.
- The BID has purchased a half page ad EXPLORE Hudson Valley (as previously approved by the Board) for \$500. The ad rate was \$700 but Mr. Powers was able to get it for \$500.

- Ms. Cover also stated that she is working on putting together a comprehensive marketing plan for next year along with a budget.

Request from Arne Paglia for reimbursement for old Constant Contact charges

- Mr. Powers received a request from previous president Arne Paglia seeking reimbursement for \$2,459.43 from 9/30/2009 to 6/28/2015. Mr. Paglia indicated that the BID's constant contact was being billed to his business because he had placed it on his business credit card when he was president of the BID.
- Mr. Powers advised Mr. Paglia to cancel the account immediately because it is no longer in use.
- Mr. Powers was asked to get the user name and password to the account and to see if he could get the charges eliminated or reduced, and he was asked to verify that there were two accounts and that one was not used.

Request for Board approval on proposal from Zing Map to create a business directory for the BID website

- Mr. Powers explained that there is no depth to the BID website and that a business directory would go a long way in providing a service to all businesses in the BID.
- Ms. Milone suggested that the BID website once it is robust could generate revenue by charging for banner ads.
- Mr. Powers indicated that Erik Contzius of Zing Map has been updating the web site pro bono since May and assisting him at no cost in website maintenance.
- Mr. Stieflemann suggested that we look at upgrading the site to accept payments or make it more interactive and useful. Mr. Powers indicated that this would be a short term assignment limited to one section of the site, and that if additional work were to be done on the website we would seek and RFP.
- Ms. Cover made a motion to approve the expenditure in accordance with the proposal, seconded by Mr. Lanza. All were in favor, except Ms. Flaherty, who abstained because of an acknowledged conflict of interest.

Executive Director's Report:

- **Paramount Easement:** Mr. Powers indicated that he has been monitoring the legal procedures regarding the Paramount Easement and will provide updates when available. The easement is crucial to the Paramount in order to gain access to their rear loading dock for large productions.
- **Paramount Security gate:** Mr. Powers advised the Board that he has been in contact with the Acting City Manager with regards to the installation of a security gate between the Paramount and Mr. Lanza's building to prevent illicit activities from occurring in the alley way behind the Paramount.
- **Downtown Map:** Mr. Powers indicated that the Downtown Map has been updated and printed. Mr. Lanza requested that a supply be dropped off to Dylan's so that he can

replenish the supply from time to time at the train station kiosk. Mr. Powers said he would drop them off. Ms. Cover also asked for a supply. Mr. Powers said he would drop them off. Mr. Powers added that he will have the maps enlarged to be placed in the downtown kiosks.

- **Meeting with Acting City Manager:** Mr. Lanza, Ms. Milone and Mr. Powers all met with Acting City Manager Richard Leins. Topics covered: Renewal of the Downtown BID, extension of Downtown BID or creation of another adjacent BID, Streetsweeper program and city contribution and waiver of fees and general discussion about Peekskill project.
- **Database Update:** Mr. Powers indicated that the BID's volunteer is about 75% complete but that she had a number of businesses that declined to provide her with their email address so we can communicate with them.

KEON Center proposal: Mr. Stieffmann indicated that he thought the BID should consider a long term solution for trash removal like the previously cited underground compaction units that are deployed in parts of Europe. He also indicated that he had some reservations about the use of the KEON Center. Mr. Powers indicated that he was seeking approval for the proposal as put forth by the KEON center. After lengthy discussion, Ms. Cover put forth a motion to accept the KEON Center proposal, Mr. Pinto seconded it, and all voted in favor except Mr. Stieffmann, who abstained. The motion passed.

Main Street Lofts: Mr. Lanza put forth a motion to have Mr. Powers write a letter of support for the Main Street Lofts Project, Ms. Milone seconded it, all voted in favor. The motion passed.

Meeting was adjourned at 8:22pm.

**Remaining 2015 Board of Directors Meetings, all at 6PM in the chamber conference room:
October 6, 2015; Tuesday, November 3, 2015; Tuesday, December 1, 2015**