



Peekskill Business Improvement District
Board of Director's Meeting Minutes
Tuesday, June 4, 2019 @ 6pm
Hudson Valley Gateway Chamber of Commerce

Call meeting to order: Meeting called to order by President Brian Fassett at 6:00pm.

PRESENT: Brian Fassett, Frank Pugliese, Brendon Fitzgerald, Ann Scaglione, David Kaminsky, Monique Michaels, Vanessa Agudelo, Larry D'Amico, Executive Director Bill Powers. **Absent:** Lafern Joseph, Jim Pinto.

BID Members Present: Evelyn Lee, Michael Baker, Arne Paglia.

In the absence of Secretary Joseph, Mr. Powers volunteered to take minutes.

BID Member Comment: President Fassett opened the floor for BID Member comment on agenda items. There were no BID member comments.

Request approval of May 7, 2019 Meeting Minutes:

In the absence of Secretary Joseph, Mr. Pugliese was asked to make a motion, and he did, to approve the May 7, 2019 minutes as written; seconded by Mr. Kaminsky. All in favor.

Board Resignation by Jeff Tracy: Pres. Fassett read Jeff Tracy's resignation letter indicating that Mr. Tracy was moving his business out the district and was no longer a viable board member. Pres. Fassett noted that he had received applications from three interested parties to fill the open board position, which will be discussed in Executive Session later.

Peekskill Film Festival - Request for funding, was moved to later in the agenda due to lack of representation from the Film Festival.

Downtown Summer Concert Series – Request for funding was moved to later in the agenda due to lack of representation.

PAA Open Studios Results:

Mr. D'Amico stated there was good attendance at the Open Studios weekend with a steady crowd and nice weather. He complimented the repainting and re-plantings around the gazebo, where the PAA staffed its information booth. He stated that the gazebo was a blessing and not

the embarrassment it was. Artists reported sales and people interested in their works. Overall, he said, it was a successful weekend.

Downtown Summer Concert Series – Pres. Fassett presented what he knew about the Downtown Summer Concert Series. He stated that he had been in touch with Sue Sheridan from the Quiet Man and she indicated that they had \$6350 in artists booked for June and part of July 2019, and further indicated that they were asking for \$2800 from the Bid to underwrite the bands and advertising. Vice Pres. Fitzgerald suggested the BID help with advertising, ie, banners, radio and Facebook promotions. Exec. Dir. Powers voiced his concern about possibly having the BID pay the bands directly; he said he preferred that the BID do not agree to that arrangement since the BID did not have management control of the event. Vice Pres. Fitzgerald stated that it was not appropriate for the BID to fund the bands or give funds directly to the Downtown Business Association. Mr. Paglia stated that the DBA was not a non-profit entity. Vice Pres. Fitzgerald made a motion to expend \$1,000 on two banners (one on Washington Street and one on main Street) and Facebook advertising. Mr. Pugliese seconded the motion, and all were in favor.

Peekskill Summer Sounds:

Vice Pres. Fitzgerald announced that D. Bertoline & Sons will be providing \$4K in radio advertising for the festival and will have Kacey Morabito on location to help promote the event. He stated that about 7K people have been reached so far with the BID's Facebook advertising, that the bands are all booked, the street closure permit has been submitted. Pres. Fassett stated the committee needs help from all board members, including identifying sponsors. Committee plans to meet Thursday at 6pm at the chamber.

Miss New York Competition:

Exec. Dir. Powers noted that the Miss New York Competition is being held at the Paramount June 5-6. he met with them along with Deb Milone and they would like to make Peekskill their permanent home. In working with them, the BID has helped them to identify six woman-owned or managed businesses for some of the contestants to visit on Saturday. The reigning Miss America (last year's Miss New York) and the current Miss New York will be in Peekskill as well to sign autographs. The organization is utilizing local businesses to fulfill their needs for catering, transportation, flowers, etc. This will be a good event for the city.

Peekskill Film Festival - Request for funding:

Carol Bash, John Morgan and Chris Fox from the Peekskill Film Festival joined the meeting. Ms. Bash noted that they have received 100 submissions from around the world. The Festival will be

held July 25-28 2019, same weekend as the Summer Sounds. She stated that the kickoff event will be held at HV MOCA with the showing of experimental films, food vans in their lot, etc. The red carpet event will be Friday July 25, Saturday will feature panels, with a student block of films at Studio 4 on Sunday from such places as WCC, Pace, and Jacob Burns. Ms. Bash said they are trying to make the Film Festival a higher profile event with "swag." She said businesses can donate for the swag bag. They need volunteers so they will be giving them T shirts. In addition to \$1200 in radio ads, Ms. Bash asked the BID to sponsor the filmmakers brunch on Sunday for about \$1K and an additional \$800 in Facebook/Instagram/Twitter ads. It was noted that the BID only really uses Facebook at this point in time. Vice Pres. Fitzgerald stated that he did not think the BID should sponsor the catered brunch, Mr. Pugliese agreed, stating that it would set a bad precedent. Mr. Kaminsky agreed. Vice Pres. Fitzgerald made a motion to provide \$2K in support of the Film Festival with \$1200 in radio ads and \$800 in enhanced Facebook promotions.

Grand Central Weekend Get Away Event:

Executive Director Powers reported a good turn out at the Grand Central Getaway event and stated that there is value in attending these kinds of promotional events. Some people who came to the booth said they did not realize Peekskill was in Westchester County.

Gazebo Update:

Mr. Kaminsky stated that there was a meeting on the gazebo and were planning another. He noted that the gazebo planting were replaced and the gazebo repainted, adding that it looked good. He thanked Councilperson Augudelo for her bringing the concerns to the city; he noted they should now look at the other sections of the gazebo area. Councilperson Augudelo thanks Mr. Kaminsky for his participation. She asked for clearer direction from the BID on next steps, and said there would be another meeting the next day. Mr. Baker stated he almost tripped on the bricks that are uneven, and suggested the city redo the pavers. Pres. Fassett said that Joe Thompson, an architectural firm offered some free advice on what could be done with the gazebo; Mr. Kaminsky will call Mr. Thompson.

DRI Grant Update:

Exec. Director Powers stated that a video is being produced to aid the DRI grant presentation and that it coming along nicely.

Paramount Update:

Councilwoman Agudelo stated the city had interviewed the other party that had submitted a response and that the city is looking for more information from both parties. There was no

discussion about a second, new RFP being issued. Pres. Fassett asked why the city doesn't have a back up RFP ready to go? He said the concerns about the Paramount were not being taken seriously. Pres. Fassett stated that Councilperson Agudelo stated last month that it would cost between \$700 and \$1000 for a professionally written RFP to be done. Prior to closing the discussion on the Paramount, Exec. Dir. Powers asked the board to consider passing a resolution authorizing the BID to expend money to have the city have a professional re-write the RFP for the management of the Paramount, instead of waiting another month to authorize same. Vice Pres. Fitzgerald made a motion to authorize the BID to expend up to \$2,000 to have the city hire a professional to write a new RFP. Councilwoman Agudelo and Ms. Scaglione abstained.

Flower Barrels Update:

Vice Pres. Fitzgerald stated that the flower barrels were all planted. Pres. Fassett stated that the Bid should look to hire some one to trim the boxwoods for under \$500, unless some one wants to purchase a hedge trimmer and do it ourselves. Mr. D'Amico stated he would be willing to trim those on South Street. It was suggested that we contact the Garden Club, but Councilperson Agudelo stated the group is aging out and that there role now is advisory, not maintenance. Exec. Director Powers was asked to have the barrel next to the old Ashton's removed because it is dead, and at some point there was a fire in the barrel. He said he would ask DPW to remove the barrel.

Valet Parking:

Vice Pres. Fitzgerald stated that the valet parking initiative cannot go forward at this time with the company that had been interested because the firm's insurance company wanted at least a six month commitment/two nights a week, which kept pushing the costs up higher and higher. Vice Pres. Fitzgerald stated he is seeking another company to work with, but that the initiative is on hold.

Renewal of Keon Street sweeping Program:

Exec. Dir. Powers stated that the Keon Street sweeping program is coming up for renewal; KEON is awaiting word from Wheelabrator about their participation this year. The BID contributes \$5K to the program and the city contributes \$5K; Wheelabrator contributes \$20K.

Trash Cans/Cigarette Butts

Pres. Fassett looked into the purchase of trash cans and how to deal with cigarette butts. He stated that there is a recycling program for cigarette butts for \$95 per collection can, the butts can be sent off to be recycled. Perhaps KEON could empty the butts from the containers as part

of their street sweeping program and send them to the recycling company. The containers can have promotional advertising on them. Exec. Dir. Powers was asked to inquire with the corporation counsel how the BID could go about installing and placing advertising on the butt collection cans. Vice Pres. Fitzgerald made a motion for \$1,000 to purchase 12 butt containers, with contingency on approval from Corp. Council on locations, and Keon to empty and ship. Seconded by Ms. Agudelo. All in favor. There was extensive discussion about what type garbage cans the BID could purchase and have the city place and add them to their collection routes. There was also some discussion about having artists paint the cans or have them sanded and painted. Exec. Dir. Powers was asked to get a price quote to do this.

BID Sponsored Mayor/Council Candidates Debate:

Pres. Fassett stated that he would like the BID consider doing a candidates debate; he noted that the most recent debate was poorly done. He stated that the BID would have to be non-partisan and would like to see the questions focused on downtown redevelopment and business issues. The BID would remain neutral and produce the debate. It was stated that this would be a big job but an important job. Mr. Kaminsky asked if the BID were concerned about the city cutting the BID funding if we were to proceed with a debate. Pres. Fassett stated that the role of the BID would have to be clear and that he was not afraid of the city cutting funding and added that he felt it was important to business. Councilperson Agudelo stated that she thought a debate was a great idea and suggested that to have full representation that the BID membership could submit questions. It was suggested that the BID may want to invite in the League of Women Voters who are independent to assist. Mr. Paglia suggested the BID host a BID forum first and collect concerns from BID members and relay information. Mr. Fassett made a motion to make himself chair, Mr. Fitzgerald seconded it, all in favor with no objection. Pres. Fassett asked Ms. Lee to serve on the committee.

BID Member Public Comment:

Miss New York: Ms. Gordon stated that the Miss New York Competition is a strong economic driver, and she said she saw that first hand in another community where they held the competition. She said everyone got involved.

Pride Event: Pres. Fassett stated that tickets were still available for the PRIDE event on Friday, June 14, 2019 and he gave out a discount code for anyone interested in attending.

Commissioned Murals: Councilperson Agudelo suggested that the BID could solicit murals from

local artists. Pres. Fassett stated that should be discussed by the PEP committee; he said he'd have to get back to the board.

New Senior Club Parking Permit Signs: It was noted that new senior club parking signs were posted, reserved from 8am to 5pm; some are placed where some one can cut their head since they stick out beyond the wall they are adhered to. Some thought they were confusing and that these kinds of things will keep happening because no one is in charge of parking.

Birdsall Parking Lot: Pres. Fassett noted that the lot next to Birdsall House is pitch black at night; there is no lighting in the lot.

Diven Street:

It was suggested by a Bid member that the city consider placing speed bumps on Diven Street so that anyone trying to avoid the police can't speed down the street to get away since those engaged in illegal activity can see the police coming and flee.

K Lot entrance:

It was suggested that the city paint "do not block the box" at the Main Street entrance to the K Lot since westbound traffic often blocks entry into the lot, and that backs up past Division Street causing a traffic jam.

Executive Session: Pres. Fassett made a motion to go into Executive Session to consider Candidate(s) for open board seat. Seconded by Vice Pres. Fitzgerald, all in favor.

Respectfully submitted,
William Powers,
Executive Director