



**Peekskill Business Improvement District
Board of Director's Meeting Minutes
Tuesday, March 3, 2020 @ 6pm
Hudson Valley Gateway Chamber of Commerce**

Call meeting to order – Pres. Fassett called meeting to order at 6:05pm.

Present: Vanessa Agudelo, Larry D'Amico, Cynthia Del Rosario, Brain Fassett, Brendon Fitzgerald, LaFern Joseph, David Kaminsky, Monique Michaels, Ann Scaglione, Mike Haggerty. Executive Director Bill Powers. **Absent:** Ivy Fairchild.

BID Members Present: Eileen Sullivan, Ed Marussich, Tom Walsh, John Sharp, Fred Dennstedt, Mary Foster, Nancy Wareham-Gordon

Guest: Matthew Rudikoff (City of Peekskill Economic Development Director)

BID Member Public Comment – Pres. Fassett asked for BID Member public comment; there were none.

Review of Annual Meeting – Pres. Fassett provided a report on the annual election, stating that about 30 people attended. Brian and Bill presented a PowerPoint overview of the year's accomplishments; that presentation is posted on the BID website. Pres. Fassett indicated he was disappointed in the turnout, thinking that a Sunday meeting was best, and held at a prominent venue (Dramatic Hall). He questioned as to whether we have to have an annual meeting or just issue an annual report. Exec. Dir Powers stated perhaps we can conduct the annual meeting at the monthly meeting. Board Member Kaminsky stated having it during the monthly meeting might work. Brendan stated that we should continue to have the annual meeting. No determination was made.

Request Approval of February 4, 2020 Meeting Minutes – Secretary Joseph requested approval of the February 4, 2002 Meeting minutes; Board Member Del Rosario made a motion to accept, seconded by Board Member Agudelo, all in favor, except Vice Pres. Fitzgerald who abstained as he was not in attendance at that meeting.

2020 Election Committee Report – Vice Pres. Fitzgerald thanked those board members who helped. The results were: Brian Fassett, Cynthia Del Rosario, Larry D'Amico, and Ivy Fairchild all won. Board Member Del Rosario motioned for approval of the election results, seconded by Secretary Joseph. All in favor; Vice Pres. Fitzgerald abstained.

Nomination of Officers for the 2020-2021 year – Nominations were received from the floor: Ann Scaglione for Treasurer, Brendan Fitzgerald for Vice President, Brian Fassett for President, and LaFern Joseph for Secretary. Motion made to accept the officers as nominated, all in favor.

AIM 2020 – Jeffrey Cobelli, AIM Chairperson gave a brief description of his business, Good 4 You productions and told a little bit about himself; he thanked the BID for inviting him to speak; AIM 2020 is scheduled for April 18-19, 2020; this is the third year of AIM; focus this year will be on film; focus on student films from Hen Hud and Peekskill; the plan is to show films at WCC; he will be moderating a

panel on film and video; AIM is looking for sponsors of various events, though the schedule is pretty much completed. Mr. Cobelli discussed the plans and schedule which included the PAA, MOCA, video/film panel, an after-party at Birdsall House, a talk by Bre Pettis at WCC, and Arts 10566. It was suggested that restaurants could show films and/or advertising on their TVs. Ms. Sullivan asked how she could get involved, Mr. Cobelli will followup. Pres. Fassett noted that the BID plans to include AIM in all of its radio advertising in April and added that AIM came to us late last year, and again this year; the BID needs to be involved earlier. He stated that he did not feel that there was an “open door” for the BID to participate. AIM is attached to the Hudson Valley Gateway Chamber of Commerce. They plan on using posters, banners, and social media to promote AIM. Board Member Del Rosario said she would like to be a bigger part of AIM, they have six TVs in her new restaurant. Mr. Cobelli said he was here to build relationships, and he said he will leave his contact information.

RIDE! Presentation – John Sharp presented his plans to launch RIDE! A complete mobility system that is hyper-local and “green” with electric shuttles and bicycles, pedal-assist vehicles, and taxis like Uber, controlled by a progressive app. Great for people who live in Peekskill without a car. This would enable folks to live a car-free lifestyle. There will be Ginza e-bikes electric vehicles and at least 20 bikes to start. Looking for funding from the DRI grant. John introduced a colleague Naz Quadre. He said you can get a subscription for \$20 a month and ride unlimited. Visitors can ride for a day, \$6 up from the train, and \$6 back. There would be 20 bikes, 10 uptown, ten riverside. They have a website and Facebook presence. Website: www.ridepeekskill.com. Pres. Fassett asked what happens without DRI, funding, and Mr. Sharp stated it will slow down the project. Board Member Del Rosario asked how much have they raised so far in terms of funding. Mr. Sharp said he could not say exactly, but they are about 20% of the way. He stated that it is a private-public partnership for now, but they would move it towards non-for-profit. Board Member Del Rosario said she would support it, Board Member Kaminsky wondered what effect this would have on the taxis, and Vice President Fitzgerald said this would set Peekskill apart from other communities. Other topics included bike rider safety, theft of bikes, bike storage locations, etc. Treasurer Scaglione said that it is a great idea. Mr. Sharp said the BID can help by giving ad dollars, and sponsorship dollars. When discussing funding sources, Mr. Sharp said any help the BID could have with Westchester County, he would appreciate it. Exec. Dir. Powers said he could work with John to connect the county and RIDE!

2020 Event Planning & Sponsorships – Board Member Del Rosario stated that she is building a calendar around all of the events held downtown and will come back next month with a complete calendar and sponsor possibilities. She stated Scarlet Antonio changed the date of her Oz event to August 22nd because of the virus. Exec. Dir. Powers stated that it was a bad time because everyone is on vacation in August, especially the last three weeks of August. Pres. Fassett suggested combining the Harvest Festival with Scarlet's program. Eileen Sullivan stated that she will take that information to Scarlet.

Harriet Tubman Statue Tour – Pres. Fassett gave an update on the Harriet Tubman statue coming to Peekskill. BID has signed the contract to bring the statue here on or about December 15, 2020, to the end of February (Black History Month). Sec. Joseph stated that Sisters in Support will be doing some work and creating a conference to bring in the descendants of Harriet Tubman, Frederick Douglass, and abolitionist Rankin to Peekskill; looking at a conference and workshops surrounding the statue's arrival and presence. Board Member Del Rosario stated that perhaps the movie *Harriet* can be shown

at the Paramount. Suggestion: hold an essay contest for the schools. The question was asked whether the statue can be permanently installed in Peekskill. The statue will likely be placed under the large postcard at Jan Peek Square. There is more to be discussed at a later date.

PAA Open Studios/Request for support – Board Member D'Amico stated that in the past that the PAA has asked for support and advertising from the BID. This year, the PAA needs more funding; it will cost more; they would like an increase in support from the BID to \$3,100. The PAA will be advertising in the Brooklyn Rail (\$500), the Chronogram (\$500), postcards and brochures, radio advertising (\$1,000). Brian stated that the BID did fund \$2,500 of advertising for PAA last year. Should we increase the amount of \$3,100? Board Member D'Amico said the PAA gets 1500 to 2000 people each year in attendance. Open Studios will be held on June 6th and 7th. They will have tents this year in K lot and there will be 30 to 35 artists; there will be security at night. Sec. Joseph made a motion that the BID gives PAA \$3,000, Ms. Agudelo seconds, all in favor, motion passed.

DRI Update – Pres. Fassett stated that the local DRI planning committee is winding up. March 18th will be the last meeting. Pres. Fassett stated that the Peekskill Pavilion idea was nearly cut from consideration but that he asked them to keep it on through the voting. Board member Del Rosario asked who the front runners were. Finalists have to be sent off to the state for final approval. There are about \$17 million in projects, and the committee has to get it down to \$12million-\$13 million before sending it to the state. The state makes the final determination. City Council wants to hire a staff person to coordinate working with the state since this is a heavy lift. Ms. Wareham Gordon volunteered to bring paper copies of the surveys around town, expressing concern that Spanish language residents and seniors are being left out of the survey if they don't have access to the internet; Pres. Fassett said he will bring that concern back to the DRI committee.

Hanging Planters/Flower Barrels – Pres. Fassett stated the BID ordered 100 hanging flower baskets from Earth Planter and the City will buy the plants and water the plants. He will create a map of where they should go for the city. There is a 10-year warranty on the planters. We should give the city the green-light to take the flower barrels off the streets and re-purpose them. Arne wants to keep his barrel and maintain it. Any business wishing to keep and maintain their barrel should notify us. In the meantime, Exec. Dir. Powers will ask Chris Kennedy if he would go around and clean out the holiday greens and gather the lights.

CAC Correspondence and Request/Compostable Materials – Pres. Fassett stated that CAC is asking the BID to work with them to encourage and achieve acceptance by businesses to use compostable materials and recycled materials as a part of their business plans, ie requiring compostable plates and cups.

Executive Director's Report – Executive Director Powers said he will be attending the Business Council of Westchester Expo on March 26, along with the city planning and development office; he will also be attending the MetroNorth Weekend GetAway Day on April 28 at the Palisades Mall to promote Peekskill; Board Member Del Rosario suggested Bill bring information on the Harriett Tubman statue; he also noted that the annual St. Patrick's Parade is on Saturday, March 14, 2020, with pub tour the night before. The BID took an ad in the dinner journal to show support and it will be included in the March radio advertising. Exec. Dir. Powers advised the Board that a Peekskill Police Officer is temporarily stationed outside the Eagle Saloon to keep the noise down. Mr. Powers was asked to

follow-up on concerns raised last month. Pres. Fassett stated that outside the Eagle Saloon and around the blocks around the Eagle Saloon there is dirt, trash, vomit, and cigarettes. He said the sidewalk needs to be power washed. Board Member Kaminsky stated that in New York City the property owner would be fined. Pres. Fassett noted that Mr. Lanza stated that he would clean up once a month, but Mr. Fassett thinks it should be done weekly, after every weekend.

Paramount Update – Board Member Agudelo stated that there was no update on the Paramount.

BID Member Public Comment –

- Mary Foster made mention that there will be a meeting in March about the 2020 Census and that it was important to have flyers in English/Spanish.
- Pres. Fassett noted that the city just came out with a video about the Census.
- Pres. Fassett noted he and Exec. Dir. Powers were invited to participate on a call regarding the Coronavirus with other city stakeholders next week. He and Exec. Dir. Powers will update the board after that call if necessary.
- Board Member Agudelo stated that she had canvassed Asian businesses and that they are seeing a 30% drop off in business since the Coronavirus surfaced.

Executive Session to discuss contract negotiations/personnel - Pres. Fassett made a motion to go into executive session to discuss contract negotiations/personnel matters. Second by Vice Pres. Fitzgerald. All in Favor. Adjourned.