THE PEEKSKILL BUSINESS IMPROVEMENT DISTRICT ASSOCIATION

MINUTES of the MEETING of the BOARD OF DIRECTORS

August 2, 2011

On the second of August, 2011, at 6:10 p.m. a Regular Meeting of the Board of Directors of the Business Improvement District (the "BID") was held at the Senior Nutrition Room at The Neighborhood Center at 4 Nelson Avenue, Peekskill, NY 10566.

The meeting was called to order at 6:10 p.m. and the Reverend Jeannette Phillips, Chairman, presided. A quorum was not present, however, the meeting was called to order to accommodate the verbal presentations of pending proposals.

Present at the meeting were:

Christine Bobolia, Vice-Chairman
Charles Emberger
Rick Finn
Thomas Pernice
Reverend Jeannette Phillips, Chairman

Absent from the meeting were:

Frank Cimino
Jaime Leon, Treasurer
Arne Paglia (his proxy was held by Thom Pernice)
Patricia Riley

Note: Stephen Spiegel, Administrative Assistant, was present to record minutes.

The first party to make a presentation was Ray Blue on behalf of Cross Cultural Connection which was presenting The Pro-Am Ensemble Project bringing together student and professional musicians in a week long session of workshops culminating in a community concert on Peeksill's North Division Street on August 24th. They are seeking financial support of $1000.00 from the BID. They have secured funding from ArtsWestchester and African-American Men of Westchester, and advised that they are awaiting pending approval of funds from other organizations. Rick Finn commented that the City of Peekskill looked favorably on this project and would look to match the level of support that would be decided by the BID Board (in the range of $1000.00), and was willing to make a motion to that effect once a quorum was officially recognized. The Vice-Chair pointed out that the ordinary process was to have the Events Committee examine the merits of the proposal and pass its recommendations to the Board for a vote. Mr. Finn and the Board members present agreed that this was the proper procedure to follow, and in view of the fact that this event was occurring prior to the next regular Board meeting, it was suggested to call a special meeting or request a vote by e-mail to address this matter.

The second party was Scarlett Antonia of Antonia Arts, who was seeking financial support of $3200.00 for promotion and materials supporting stage and theatre productions, events, classes and workshops for her entire season of activities of 2011-2012. Antonia Arts has been operating its various activities successfully and has been a BID member for ten years. In this past year, Antonia Arts reached an audience of over 8,500 people, including attendees, performers and crew over many weeks and months during the year. Rick Finn commented that the City considered the programs offered by Antonia Arts as a valuable set of activities both culturally (he made special note of the high quality of the productions of "Annie' and "Cats") and economically, including the attendance in the city's restaurants. Mr. Finn also commented on the possibility of

working more with children – at the Youth Bureau – and offered to coordinate efforts with The YB Director, Valerie Swan. Ms. Antonia mentioned that such types of activities, especially classes and workshops and her past experiences as Acting Coach at the High School had encouraged some local students to actually move forward into the professional sphere.

Frank Cimino arrived at 6:30 pm.

The third party was Embark Peekskill, represented by Katie Schmidt-Feder and Sol Miranda who were seeking $5,700.00 from a number of sources, to develop an Art Center for Peekskill. This money is needed to support various activities and services and the development of venues for a Festival of performances from September 9th-11th, 2011.

The Chairman advised that the Events Committee will be reviewing the financial information for all three parties and forwarding their recommendations to the Board.

The Chairman called for the minutes of the July 6th meeting to be reviewed and considered. Thom Pernice moved to accept the minutes as submitted, seconded by Christine Bobolia. The resolution was adopted by the following vote:

In favor:	Christine Bobolia Frank Cimino Rick Finn Thomas Pernice
Against:	0
Abstained:	Charles Emberger Arne Paglia (by proxy) Jeannette Phillips

The Chairman then called for the minutes of the July 11th meeting to be reviewed and considered. Rick Finn moved to accept the minutes as submitted, seconded by Frank Cimino. The resolution was adopted by the following vote:

In favor:	Christine Bobolia Frank Cimino Rick Finn Thomas Pernice Jeannette Phillips
Against:	0
Abstained:	Charles Emberger

Charles Emberger reviewed the financials recommending that the Treasurer, Mr. Leon should be more directly involved in the breakdown of expenses, as the categories of expenses for the BID require examination into more sub-categories than is required by the City's expenses. He also suggested a closer examination of the vouchers, expenses to aid in this examination. Mr. Spiegel and Ms. Bobolia will coordinate voucher records to set up a database for Mr. Leon to establish a spreadsheet to work on the 2012 Budget. Rick Finn suggested the setting up of a 2012 Budget Committee. This was confirmed by the Chairman, according to suggestions by the City to consist of the Board Treasurer and two Board members and to initiate planning activities for the 2012 Budget between August and September. Ms. Bobolia suggested that the chairs of the Events (Christine Bobolia) and Marketing (Frank Cimino) Committees would be the

appropriate Board members to meet with the Treasurer on this matter. Discussion of this point followed and there was general consensus. Further points of discussion included determining allocation levels of funding different categories of activities, as well as specific activities or events. Rick Finn echoed these concerns especially as to how the BID will respond in the future to the needs of the general BID membership. He suggested that the upcoming Members Reception could provide an ideal opportunity to obtain feedback on this issue.

The Chairman then commented on developments of the closing out of the Main Street Grant as the BID received a letter dated June 3rd from Karl Gustafson, the program director of the Office of Community Renewal from New York State. The letter begins the close-out process on working with those BID members who received financial assistance on renovating building facades and who are to be visited annually by the BID and a member of the City's building department to inspect and ensure annual compliance to the policies laid out for the life of the program (from 2011 – 2016).

The Administrative Assistant distributed the staff report to the Board members. The Chair reminded everyone that Mr. Spiegel had resigned from his position on July 19, confirming his last day to be August 31, 2011. Rick Finn suggested examining the possibility of changing the staffing position from Administrative Assistant to Executive Director to change the focus of staffing efforts to a more direct involvement in day-to-day activities. After some discussion, Mr. Finn moved that the question of determining the appropriate level of staffing and associated responsibilities needed in the BID office be referred to the appropriate committee, at the pleasure of the Chair, as soon as possible, seconded by Christine Bobolia. After some discussion, the resolution was adopted by the following vote:

In favor:	Christine Bobolia Frank Cimino Charles Emberger Rick Finn Thomas Pernice Jeannette Phillips
Against:	Arne Paglia (by proxy)
Abstained:	0

The Chair advised that the Youth Bureau's Valery Swan has assigned two young people to work at/with the BID to get the office organized. Rick discussed some details of other city programs to benefit the downtown area.

The Chair advised that in response to the vacant owner and tenant positions on the Board, the City has sent out letters on behalf of the BID, to BID members soliciting their interest in participating in the replacement process by July 29, 2011.

Responses of interest were received from Gabriel Arrango (owner), Stephanie Purcell (tenant), John Sharpe of Birdsall House (tenant), Frank Catalina (owner) and Ginael Alexander of Nellie's Café (tenant). There was discussion on calling a special Board meeting (in the next few weeks) to determine which BID members would be qualified and interested, with the Committee making its recommendations to the Board for the September meeting so that a vote could be taken and the vacancies filled at that time. The Chairman requested that the Executive Committee, consisting of The Chair, the Vice Chair, the Treasurer and Mr. Finn handle these interviews/responsibilities.

There was discussion that the special committee examining the financial issues for the BID Budget of 2012, should be looking to establish a written policy for the distribution of financial support of all community events and to establish specific guidelines for a maximum dollar amount.

Mr. Finn returned to the matter of the Staff Report and moved to accept the Staff Report as presented, seconded by Charles Emberger. The resolution was adopted by the following vote:

In favor:	Christine Bobolia Frank Cimino Charles Emberger Rick Finn Thomas Pernice Jeannette Phillips
Against:	0
Abstained:	Arne Paglia (by proxy)

Mr. Finn distributed to the BID Board draft copies of the proposed management agreement between the City and the BID, requesting members review the document at a later date so that they would be able to forward their input at the September meeting – with special emphasis on defining the scope of services that the BID and that the City would be individually responsible for. The Administrative Assistant was to distribute drafts to absent Board members (Jaime Leon and Arne Paglia) – Mr. Finn would distribute a copy to Ms. Riley.

Mr. Finn Advised that the Common Council is expected to be examining and drafting the Code of Conduct in September. It is then expected to be reviewed by the BID Board. It should be available electronically.

The matter of neon signage is on the Common Council agenda for August 15th, and is expected to pass and will affect signs by right rather than by process.

Christine Bobolia, Chair of the Events Committee advised that the date of the Membership Reception is tentatively set for Tuesday September 20th at the Elks' Club. This is to be confirmed. She also advised that the Events Committee will be working on projected expenditures of upcoming events – e.g. Ray Blues Pro-Am ensemble, and others... with recommendations to be made to the Board.

Thom Pernice gave a synopsis/preliminary report on the Jazz and Blues Festival:
The event was very successful, attracting over 5,000 people. The vendors, including the crafts vendors and the restaurants were successful. He suggested that this successful event would provide a good opportunity to promote Peekskill as a destination and to try to set dates and a budget for 2012.

The Chair advised that Thom will look to distribute some support funding for Youth Bureau personnel who worked very diligently during the Festival. It was reported that some of their efforts resulted in the gathering of e-mails addresses as well as evaluations/surveys on attendee information. There was discussion on the effectiveness of various forms of promotion including radio and banners, with a suggestion that the BID make up a set of its own undated Banners.

The Chair advised that Arne Paglia was responsible for the upcoming RFP in the hiring of a qualified webmaster. She will liase with him next week. Mr. Pernice agreed to continue to help with the website on a voluntary basis in the meantime. The issues of turning over the Domain Name and the web-hosting package will be examined at the next meeting.

Re: the issue of depositing maps/brochures in the Westchester County Airport Rack program by August 12th, it was suggested that in view of the limited remaining supply, the BID should distribute them locally. Once a new supply is secured, this program should be reconsidered.

Regarding the purchase of a computer, Greg Matera and Anthony Ruggiero were specking out options. After some discussion, it was agreed that Charles Emberger would contact Greg Matera to finalize the process.

No new business was undertaken.

Thom Pernice moved to adjourn the meeting, seconded by Rick Finn.
The resolution was adopted by the following vote:

In favor:	Christine Bobolia Frank Cimino Charles Emberger Rick Finn Arne Paglia (by proxy) Thomas Pernice Jeannette Phillips
Against:	0
Abstained:	0

Respectfully submitted,

Stephen Spiegel
August 5, 2011