THE PEEKSKILL BUSINESS IMPROVEMENT DISTRICT ASSOCIATION

MINUTES of the SPECIAL MEETING of the BOARD OF DIRECTORS

March 16, 2011

On the sixteenth day of March, 2011, at 6:05 p.m. a Special Meeting of the Board of Directors of the Business Improvement District (the "BID") was held at the Paul Schwermann Conference Room at City Hall of The City of Peekskill at 840 Main Street, Peekskill, NY 10566.

There being a quorum present, the meeting was called to order at 6:05 p.m. and the Reverend Jeanette Phillips presided as Chairman of the Meeting.

Present at the meeting were:
Christine Bobolia
Frank Cimino
Rick Finn
Arne Paglia
Reverend Jeannette Phillips, Chairman
Patty Villanova

Present and sitting at the table without voting rights were:
Patrick Brown
Thomas Pernice

Absent from the meeting were:
Charles Emberger (his proxy being held by Rick Finn)
Jaime Leon
Patricia Riley (her proxy being held by Rick Finn)

Minutes of the meeting of March 1, 2011 were presented and reviewed.

There was general discussion on the contract between The Business Improvement District Management Association and Stephen Spiegel.

Christine Bobolia advised of an edit to the minutes that it was recorded improperly that she had voted for the contract between The Business Improvement District Management Association and Stephen Spiegel, when she had, in fact, voted against it.

This edit was noted and recorded in a revised version of the minutes, as follows:

The resolution was adopted by the following vote:

In favor:	Frank Cimino Charles Emberger Rick Finn Joe Lippolis (proxy) Jeannette Phillips
Against:	Christine Bobolia Patty Villanova
Abstained:	0

No other revisions were made or motions were passed.

Rick Finn made a motion to accept the minutes with the noted revisions. The motion was seconded by Frank Cimino

The resolution was adopted by the following vote:

In favor:	Christine Bobolia Frank Cimino Charles Emberger (proxy) Rick Finn Jeannette Phillips Patty Riley (proxy)
Against:	Patty Villanova
Abstained:	Arne Paglia

Rick Finn reported that there was to be a special City Council meeting on 3.21.11 to approve and accept the results of March 1st election, certifying the election of Patrick Brown, Jaime Leon, Thomas Pernice and Jeannette Phillips to the Board of Directors.

There was general discussion that waiting until the next Regular Board meeting on April 5, 2011 would cause unnecessary delays in dealing with BID Board business. It was then agreed to schedule the following meetings:

Tuesday March 22, 2011 at 6:00 pm at The Senior Nutrition Room at The Neighborhood Center at 4 Nelson Avenue to deal with the matter of certification of elected Board members and the election of Officers of the Board.

Tuesday March 29, 2011 at 6:00 pm, at a venue to be determined, to solicit input and participation about priorities for a business plan from Board members and the general membership. Arne Paglia agreed to author a writing using e-mail, the website and/or flyers to solicit participation.

Correspondence was then dealt with.

The Department of Parks and Recreation had solicited the BID to sponsor children at a summer camp program @$100 per child.

Frank Cimino moved for the BID to sponsor one child for a total of $100.00, seconded by Christine Bobolia.

After general discussion, Patty Villanova moved to table the motion, seconded by Arne Paglia.

The resolution was defeated according to the following vote:

In favor:	Patty Villanova Arne Paglia
Against:	Christine Bobolia Frank Cimino Charles Emberger (proxy) Rick Finn Jeannette Phillips Patty Riley (proxy)

Abstained: 0

The Board then returned to Mr. Cimino's resolution for the BID to sponsor one child for a total of $100.00.

The resolution was passed according to the following vote:

In favor:	Christine Bobolia Frank Cimino Jeannette Phillips
Against:	Arne Paglia Patty Villanova
Abstained:	Charlie Emberger (proxy) Rick Finn Patty Riley (proxy)

There was general discussion on the establishment of a subcommittee to determine policy for donations and defined amounts to meet general objectives of the BID, such as obtaining goodwill, promoting Beautification programs or the promotion of BID members of the Art Community.

Chris Marra advised the Board on three issues in which The City of Peekskill is requesting participation of the BID:

1. Art Along the Hudson which will promote Peekskill as an Tourist/Art destination up and down The Hudson Valley at a cost of $292.00 in such places as Stewart Airport and along the Throughway.
2. Metro North Railroad's "Getaway Day" at Grand Central Station on May 11, 2011 will promote the City's attractions as part of a display with Westchester County Tourism at a cost of $50.00
3. EscapeMaker.com is an organization focusing on destinations which can be accessed by mass transit. They have an event on April 30th in Brooklyn and need no money but lots of brochures.

Arne Paglia made a motion to allocate $292.00 for Art Along the Hudson, $50.00 for Getaway Day and brochures for EscapeMaker.com, seconded by Patty Villanova.

The resolution was passed according to the following vote:

In favor:	Unanimous
Against:	0
Abstained:	0

A time log of the responsibilities and specific duties of the administrative assistant was reviewed and discussed by the Board.

The Board reviewed and discussed the financial budget figures, expenses and revenues for January and February. In reviewing expenses to date, it was agreed to examine the services and associated costs in closer detail; one issue in particular was the YellowBook services.

The Chairman advised that she was appointing a Staff Management Committee to examine and determine various "staffing positions", to be filled by independent contractors, and responsibilities and reporting relationships for such activities as The Farmers Market and The Flea Market. The committee would consist of Jeannette Phillips, Rick Finn and Patricia Riley.

There was general discussion on the urgency of staffing both markets in an expeditious manner, especially the Flea Market with an expected start date of April 10th. There was general agreement in continuing with Ferdinand Aiello for the Flea Market and Marilyn Ettinger for the Farmers Market.

Patty Villanova made a motion to continue to use Ferdinand Aiello as the Flea Market Manager for he 2011 season, but to renegotiate for a 50:50 in compensation of the proceeds (a reduction from the present 70:30 arrangement). Rick Finn seconded the motion.

The resolution was passed according to the following vote:

In favor:	Christine Bobolia Frank Cimino Charles Emberger (proxy) Rick Finn Jeannette Phillips Patricia Riley (proxy) Patty Villanova
Against:	Arne Paglia
Abstained:	0

Mrs. Phillips and Patty Villanova will meet with Ferdinand Aiello to discuss the matter.

Regarding the Farmers Market, Rick Finn moved that Marilyn Ettinger's contract be renewed for one year @ $16/hour with provisions of performance measurements, to be determined later. Patty Villanova seconded the motion for purposes of discussion. After a general discussion, a vote was taken.

The resolution was passed according to the following vote:

In favor:	Christine Bobolia Frank Cimino Charles Emberger (proxy) Rick Finn Jeannette Phillips Patricia Riley (proxy)
Against:	Patty Villanova
Abstained:	0

Note: Arne Paglia left the meeting before the vote was taken and did not return.

It was discussed that the Staffing Committee will review Marilyn's responsibilities to determine the appropriate performance measures.

Christine Bobolia, Chairman of the Steering Committee, advised that the committee had examined the BID's role in marketing and the promotion of events in the downtown area. It had concluded that the BID was not in the business of running events and that it would be more cost effective to either (a) hire someone to run events or (b) to run a select number of signature events (e.g. Jazz and Blues, Holiday/festival of Lights). Further, it was recommended that the existing Marketing and Events Committee be separated into two distinct entities – a Marketing Committee and an Events Committee. This action would allow more involvement from members, proposals from other individuals and organizations, as well as sponsorships.

General discussion focused on the BID's ability to provide logistical support for events, such as the City Showmobile, permits, insurance and marketing while interested parties – other organizations or individuals (e.g. restaurant owners) would take on the role of producer.

Rick Finn moved to create two separate committees: a Marketing Committee and an Events Committee. Christine Bobolia seconded the motion.

The resolution was passed according to the following vote:

In favor:	Unanimous
Against:	0
Abstained:	0

The Chairman advised re: Cinco de Mayo, that she would address the new policy with Ruben Alvarez as soon as possible in view of the proximity of the upcoming calendar.

Correspondence from Crystal Loffler of New York State Homes and Community Renewal and her upcoming visit on March 21, 2011 concerning the closing out the 2005 New York Main Street Program contract was advised to the Board.

Rick Finn provided a copy of the Corrective Action Plan that the City of Peekskill is providing to the Office of the NYS Comptroller in response to the recent audit.

Rick Finn moved to adjourn the meeting. Frank Cimino seconded the motion.

The resolution was passed according to the following vote:

In favor:	Unanimous
Against:	0
Abstained:	0

The meeting was adjourned at 8:50 pm.

Respectfully submitted,

Stephen Spiegel
March 16, 2011