



Peekskill Business Improvement District
Board of Director's Meeting Minutes
Tuesday, February 2, 2021 @ 6pm
Via ZOOM

Present: Brian Fassett, Larry D'Amico, Cynthia Del Rosario, Ivy Fairchild, Matthew Alexander, Monique Michaels, Lafern Joseph. Exec. Dir. Bill Powers.

Absent: David Kaminsky, Matt Rudikoff, Vanessa Agudelo

Call meeting to order – Pres. Fassett called meeting to order at 6:04pm and noted the meeting is being held via zoom.

BID Member Public Comment – There were no BID Member comments.

Request Approval of January 12, 2021 Meeting Minutes – Sec. Joseph made a motion to accept the January 12, 2021 Meeting minutes, seconded by Vice Pres. Del Rosario, all in favor.

2021 BID Election Committee Update –

- Pres. Fassett noted that there are three Class A property owner seats open and one Class B commercial tenant seat open.
- Board members Joseph, Kaminsky and Michaels are running for re-election.
- Anyone interested in running is asked to get their qualifications in by Feb. 9.
- Solicitation letter went out via US Mail and is on the website in English and Spanish.
- Ballots will be mailed around February 16 and will have them returned by March 1, 2021.
- Since there will be no in-person annual meeting and election, the BID has arranged for in-person ballot drop-off on two dates, February 27 and March 1 2021 at the Hudson Valley Gateway Chamber of Commerce.
- The Annual Meeting will be held on March 2, 2021.

Harriet Tubman Statue: Events & Next Steps –

- Sec. Joseph asked if anyone had any questions about the descendants of prominent African Americans panel discussion, there were no questions, and all agreed that it looks amazing.
- The start time for the event was listed incorrectly; the time will be corrected to start at 12noon to align with the publicity and posters.
- The PNAACP zoom event was also amazing and if anyone missed it, it is up on the harriettubmanpeekskill.com website.
- Ocean Morisset's artist-related Black History Month event is February 6, 2021 and the Peekskill City Schools Black History Month event is on Saturday, February 27.
- The Park Street AME Zion Church is unable to do the Saturday date set aside for them, and instead, is planning to an event at another time before the end of the month.

2021 Summer Events –

- Vice President Del Rosario stated that we should be ready to start planning events again in a responsible manner, following COVID-safety guidelines.

- Scarlett Antonia is still interested in doing her Oz event this year.
- Board Member Fairchild stated that event planners are advising to plan events after July, and not before, and to be extra cautious, the CDC advised not to plan any major events until October.
- Board agreed to start planning for the Harvest Festival in hopes that COVID recedes.
- Discussion turned to expanding the Peekskill Farmers Market to Division Street, but the issue will be hiring more staff that is not currently allocated for under the existing contract with the existing contractor.
- Discussion about adding artists or crafts vendors instead of more food/farm vendors.
- The farmers market is scheduled to open the first Saturday in June, and that most of the vendors are expected to return to the market since they all had a positive experience.
- Vice Pres. Del Rosario will chair the Harvest Festival committee and board members Joseph and Fairchild volunteered to help; as did BID member Mary Foster.

Ambassador Program Discussion –

- Board Member Fairchild drafted, and the board was sent, a six-page guide to developing an ambassador program made up of volunteers.
- Pres. Fassett encouraged the board to review the document for future discussion.

City of Peekskill IDA Marketing Plans –

- Matt Rudikoff was unable to log in to the meeting because of the storm.
- Exec. Dir. Powers noted that Mr. Rudikoff says that the PIDA has a final rough draft of an RFP designed to attract new businesses to Peekskill and that it will be shared soon with the BID.
- The BID and the IDA will schedule a zoom call with two board reps each along with Mr. Powers and Mr. Rudikoff to review and give input into the RFP.
- The city has issued its own RFP for PR services separate from the PIDA.
- Executive Director Powers asked to place on next month's agenda a resolution to support the IDAs efforts by contributing \$5,000 for the initial program of work outlined in the IDAs RFP.

Snow Removal Follow-up –

- Board Member Agudelo notified the BID Board that she is being required to stay late at her job and will try to join us as soon as she can, so this item was skipped.

Storm Drain Stenciling Project Follow-Up –

- This item was also skipped.

City Maintenance Issues/Tracking –

- Pres. Fassett, Vice Pres. Del Rosario and Exec. Dir. Powers have biweekly meetings with the city manager.
- Collaboratively, we have developed a working document of issues and concerns that both can track for progress and when issues have been remedied modeled after the See, Click, Fix program. Right now, it is an internal document but it may be open to others at some point.
- If anyone has any issues that need to be addressed, please send them Pres. Fassett or Mr. Powers.

- When reviewing the document, we go through line by line and Dave Rambo is part of the review process.
- Pres. Fassett will see if there is a way to share the document with the board to avoid duplicate requests.

2021 Peekskill Farmers Market Contract –

- Pres. Fassett indicated that the Board met in Executive Session to approve the contract between Events to Remember and the BID for them to operate the 2021 Peekskill Farmers Market.
- Vice Pres. Del Rosario made a motion to accept the contract for ETR, seconded by Sec. Joseph and all were in favor.

Executive Director's Report –

Downtown Stash the Trash Campaign:

- Done previously, is being reviewed by the city manager and DPW.
- Campaign involves a letter to property owners along with a poster in English and Spanish about trash collection do and don'ts and a reminder about clearing sidewalks during snowstorms.
- Hoping to get the mailing out in the third week of February.

Brightr Travel Update:

- The Brightr team has been working with a few Peekskill businesses to “test drive” the app.
- BID Member Claxton stated that the app was excellent, that she had made some suggestions like adding parking locations and stated she wants to try the app out more fully. The app is easy to use, visually friendly, she said.
- Vice Pres. Del Rosario agreed, and said she was confident in Brightr's technical abilities, that the app is visually inviting and stated that she thinks the app will bring the city great value.
- The BID hopes to focus on the BID businesses and noted that we can partner with the chamber to expand beyond downtown since it is a powerful tool.
- The BID also needs to figure out how to monetize it.

2021 Peekskill Farmers Market Plans

- This was discussed in previous agenda items tonight.

BID Renewal

- The City's Corporation Counsel is putting together a calendar/time frame and we could begin as early as March. The renewal requires at least one public hearing, sometimes two.
- The BID expires in September 2021.

Board of Directors Printed Minutes

- The board decided that because we are recording the BID Board meetings and posting them to the BID website, there was no longer a need to incur the time and expense to produce near-verbatim minutes and that the Exec. Dir. can now start providing a printed summary of the monthly meetings.

Agenda addition - Peekskill St. Patrick's Committee

- Request for \$250 to help produce a virtual Irish Celebration in place of the annual parade.
- Motion by Vice Pres. Del Rosario to approve the donation, seconded by Sec. Joseph, all in favor.

BID Member Public Comment – There were no public comments.

Meeting Adjourned Into Executive Session to Discuss Contract Negotiations – Motion by Vice. Pres. Del Rosario, Second by Board Member Fairchild, all were in favor.

Adjournment into Executive Session to discuss contract negotiations. Motion by Vice Pres. Del Rosario, seconded by Board Member Fairchild, all in favor. Meeting adjourned at 6:48pm.