



**Peekskill Business Improvement District**  
**Board of Director's Meeting Agenda**  
**Tuesday, February 1, 2022 @ 6pm**  
**Via ZOOM**

**Present:** Pres. Brian Fassett, Vice Pres. Cynthia Del Rosario, Sec. LaFern Joseph, Board Members Matt Rudikoff, Larry D'Amico, Ivy Fairchild and Executive Director Bill Powers. **Absent:** Matt Alexander, Drew Claxton, Frank Vasquez and Monique Michaels

**BID Members present:** Mayor Vivian McKenzie, Mary Foster.

**Guests:** Marlin Jenkins, Founder & CEO, Neture, Inc., Jason Angell, Director, Ecological Citizen's Project, Modou Cham, Senior Commuter Services & Mobility Specialist and Ella Rosencranz, Commuter Services & Mobility Specialist, NYSDOT's 511NY Rideshare Program, and Jeremy Lynch, BIRD, a micromobility company (E-vehicles). Planning & Development Director Jean Friedman.

**Call February 1, 2022 Board of Directors meeting to order** – Pres. Fassett called the meeting to order at 6:02pm.

**Presentation: Free WiFi in Downtown –**

- Marlin Jenkins, Founder & CEO, Neture, Inc. thanked Exec. Dir. Powers for inviting him to present.
- Mr. Jenkins acknowledged that he is early in his project and stated that he's a 1991 PHS graduate and that he grew up in Peekskill.
- Neture is a broadband company specifically serving under-served communities; Mr. Jenkins put in a proposal to provide free wifi service in the downtown, including Peekskill Housing Authority/Bohlman Towers and Barham House for seniors, as well as LePore Park and Pugsley Park and Main and Division Streets.
- His company received approved funding and most recently reached out to the Peekskill Housing Authority—he thanked Mr. Powers for aiding in that—as well as the parks dept.
- Goal is to provide free wifi access in the downtown, and free/low cost internet access at home to residents in Bohlman Towers and Barham House. Goal is also to connect residents and visitors with businesses and services in downtown.
- Will be reaching out to figure out ways to deploy this effort in the future to benefit all parties including businesses. Still has to get NYS some additional information and some more work needs to be done with stake holders. Mr. Jenkins said they still have to decide whether to put the access points inside or outside, but he thinks they will be able to get started in March or April and be completed in 12 to 18 months after that.
- Not sure yet which broadband provider will be used to provide the service.
- Mayor McKenzie asked if Mr. Jenkins could send her his contact information and Pres. Fassett asked Mr. Powers to share their contact information.

**Presentation: Community Owned Solar Project** – Jason Angell, Director, Ecological Citizen's Project, former Executive Director of Peekskill BID.

- Mr. Angell described the difference between traditional solar projects where companies build and pay for the solar system, and then keep the profits after the system is paid for. In community-owned solar projects, the assets are owned by Peekskill stakeholders in a local community energy cooperative and they decide how the profits are directed. Profits stay locally.
- Mr. Angell is also involved in community gardens/generation farms, one of which is in Lepore Park and he also organized the Peekskill Community Congress.
- Project was originally proposed as part of the DRI process, as a solar project/top floor canopy of the James Street garage and profits would be used to fund and build local food systems.
- Working with Co-Op Power (which are building energy cooperatives across New England), applied for and received a NYSERDA grant to do all the solar pre-development work.
- Mr. Angell received support from the city of Peekskill, the Peekskill BID and the Peekskill Conservation Advisory Council, among others. He thanked the BID. Grant would pay for the work private developers would do on setting up a solar project but with a public-minded focus. He's also working with FINLO, and they want to see the profits driven more towards local communities.
- Looking for viable solar properties in Peekskill, public or private. Will be forming a local community energy cooperative—a local group of stakeholders who will shape the process. Will put together a viable list of properties, including some properties outside of Peekskill that can still be owned by the cooperative, and then do the analysis needed to move forward, and then secure financing for the system.
- Peekskill may be a little different in that most projects look for large areas to place solar panels, but Peekskill is more likely to be a conglomerate of smaller rooftops/locations. The more properties, the better. The property owner will be an equity owner in the cooperative and they would have a say in how any profits from the systems are used. If the city is offering properties for solar development use, the city would have a say on the CEC. All of the responsibilities to develop and maintain the system are built into the cost of the project and managed by third parties. The CEC would have to take out proper insurance to cover the assets.
- Mr. Angell asked Mr. Powers for a list of BID properties, and he will submit them to FINLO to see which properties are viable for solar.

**Presentation: NYSDOT's 511NY Rideshare Program** – Modou Cham, Senior Commuter Services & Mobility Specialist and Ella Rosencranz, Commuter Services & Mobility Specialist

- The program is sponsored by the NYS Department of Transportation. Mission is to improve mobility, reduce traffic, and improve air quality by offering commuter alternatives to driving alone. Mr. Cham provided an overview of the programs and services offered by 511NY Rideshare.
- Mr. Cham introduced Ella Rosencranz who gave an overview of their Carpool Ride Matching System where commuters can find carpool mates; van pooling for groups of 5 to 16 employees, which offers a subsidy if they use a van pool option; one of the employees drives the van; van pool provider provides the vehicle, the maintenance and the insurance.

- Guaranteed Ride Program, is for 511 Rideshare members who work full-time, can access free emergency rides like having to stay late at work for a project or if some one at home gets sick and you have to leave work early.
- Preferred Parking Signs for van pools/carpools can be provided to employees free of charge including installation.
- Online resources include a customized 511NY Rideshare Portal for employees and businesses; Park & Ride Interactive Online Map to help find park and ride locations, electric vehicle locations, and other resources. Online Trip Planner to map your trip using various multi-modal transportation options. Shared Mobility Discussion including E-Bikes, E-Scooters, Electric Shuttles. 511NY Rideshare facilitates discussion on ride share and mobility providers. 511Rideshare is vendor agnostic.
- 511Rideshare is doing a large promotion around Earth Day. They have discussed this with the City Manager of Peekskill and they have worked with NY Presbyterian.
- Mr. Powers asked if 511Rideshare could help in finding an operator to operate a shuttle from the train station to downtown. Mayor McKenzie asked if we could have a greater discussion on getting people around Peekskill, students to and from the high school, and seniors to the Supermarkets. Mr. Fassett stated that he will make the effort to get the 511Rideshare folks in front of the council and mayor.

#### **E-Scooters – Jeremy Lynch, BIRD, a micromobility company**

- Mr. Lynch thanked Mr. Powers for scheduling his presentation and he thanked 511Rideshare folks for setting up a meeting between the City Manager and the owners of Peekskill Brewery.
- BIRD is a micromobility company with a focus on shared electric vehicles, mostly scooters. People can sign up via an online app to become a members. Must be 18+ and should show drivers license. Scan into the scooter and drive it away.
- Once your ride ends, you take a picture of where you parked it; mostly a first mile, last mile trip.
- Currently in 325 cities.
- In a city the size of Peekskill, they are looking at between 50 and 75 scooters/bikes as a top end number. Mr. Lynch went over the features of the scooters. It costs \$1 to get on and between 39 cents and 49 cents per minute to ride. Anyone on government assistance, it's 50% off the cost. Veterans and seniors also get a discount.
- 50% of riders use BIRD to visit a business and that because of BIRD access, they are more likely to visit that business.
- BIRD hires a local fleet manager and if successful, one, two or three others are sometimes hired to help with the overall fleet management responsibilities. They get the fleet for free and they get a slice of the revenue. They are responsible for the fleet; for repositioning them during high demand areas depending on time of day to encourage high use.
- Operating features can be programmed to keep scooters out of certain areas, can be tracked by GPS, and operating areas can be designated; if the scooter goes beyond the operating zone, the scooter comes to a gradual safe stop. There can be a no ride zone and a slow ride zone

(drop from 15MPH to 12 MPH) programmed into the scooters. They are ridden in the street, cannot be on sidewalks. Special zones can also be created quickly for temporary slow zones or do not ride zones (like construction zones and special events like parades). Also available is a data dashboard that can be used to track rides, frequency usage, locations, length of rides, etc.

- Proposal: no upfront investment, dedicated account manager, data dashboard access, # of vehicles is 50-75, launch date April 2022, requires MOU with City; City gets COI.
- Fleet Managers would collect scooters in outlying neighborhoods and bring them back into the heavy use zones. Fleet managers must have room to store scooter, repair them, etc. Probably need a van or pickup to move the scooters around. Mr. Lynch will send link for the qualifications.
- BIRD has addressed the issue of a cluster of scooters left in one location like in LA where there are thousands of scooters. Any economic analysis? Yes, Emory University did a study and it shows an increase in economic development. Fleet managers can make a good living wage. Any push back from taxi companies? No.
- BIRD covers the riders from an insurance standpoint unless they don't follow proper requirements which are outlined in their rider use agreement.

**BID Member Public Comment** – Pres. Fassett opened the floor to BID Member public comments and there were none.

**Request for approval of January 11, 2022 Board of Directors Meeting Minutes** – Pres. Fassett delayed a vote to approve the minutes until next month in order to give the board more time to review them.

**Art Projects for 2022 @ Former Tubman Statue Site** – Monique Michaels had been on the call, but is not responding to requests to give an update on finding replacement art for the Tubman Statue site. Pres. Fassett noted that Board Member Larry D'Amico had sent information to the board about the large outdoor art displays at Tilly Foster Farm. Pres. Fassett said he hopes Board Member Michaels will review that information and report back.

**Black History Month Plans** – Sec. Joseph reported that she is working with Peekskill HS administrators; videographer Doug Brown will be videotaping the student finalists from the HS and JHS; there will be a zoom presentation on Zoom on February 12, 2022. Dr. Sales will be discussing Black History Month and why it's important to acknowledge it and be part of it. On February 26, she is planning to do a presentation on Peekskill Black authors Doug Brown, James McLoud, Naima Smith, and Dr. Sales. Plans also to include photographer Ocean Morisset. She also stated that the PNAACP will be doing a presentation on February 19, 2022. Motion made by Cynthia Del Rosario to expend up to \$1,000 to cover expenses associated with the BID's Black History Month program, seconded by Board Member Fairchild, all in favor.

**2022 Election Committee Update** – Sec. Joseph acknowledged all of Exec. Dir. Powers' efforts behind the scenes to handle the administrative functions of the elections. Sec. Joseph noted that the ballots are out, voters must bring in or mail in their ballots. Ballots cannot be reproduced. She noted that David Kaminsky is running for the board; he had been on the board previously, but was tied in the last election, and he graciously stepped aside to allow Drew Claxton to be seated on the board. Exec. Dir. Powers noted that candidate bios will be posted on the BID website; there are three drop off dates where BID members can drop off their ballots in person at the chamber office; Election day is February 17, 2022; ballots have to be postmarked by Feb 17 and received on or before March 1, 2022.

Pres. Fassett thanked the current board members who are running again and he thanked the Election Committee for all the work they have done.

Pres. Fassett also asked to set the date for the Annual Meeting on Tuesday, March 8, 2022 at 530pm, just before the regular March meeting. Board Member Fairchild made the motion to set the date for the Annual Meeting on Tuesday, March 8, 2022 at 530pm, seconded by Vice Pres. Del Rosario, all in favor.

**2022 June & October BID Signature Events** – Vice Pres. Del Rosario asked if the board wants to do the two events, June and October. Pres. Fassett stated that he is in favor of moving forward. Vice Pres. Del Rosario will begin working with Exec. Dir. Powers on the paperwork. Recommended June 18. Peekskill Pride is likely going to be June 25, Open Studios June 4-5. Suggested to reserve October 22 for Harvest Festival. Vice Pres. Del Rosario asked for volunteers, Pres. Fassett, Board Member Fairchild, Sec. Joseph raised their hands along with Exec. Dir. Powers. Vice Pres. Del Rosario will chair the committee.

**Removal of Loading Zone on Main Street** – Pres. Fassett mentioned that there has been some discussion about removing the loading zone in front of 970 Main Street in front of Birdsall House, and possibly putting in 3 metered parking spaces. Pres. Fassett noted that the loading zone had been used primarily by the Auto parts store which has moved up the block, but he noted that that area of Main Street is congested and it will be difficult to park and unload a tractor trailer. He noted that Birdsall Owner John Sharp is OK with the change since he usually gets deliveries thru the adjacent parking lot. Mayor McKenzie stated that the restaurants do not have tractor trailer deliveries. For other deliveries truck drivers pull into the parking lots on either side of Main Street. She also stated that restaurant deliveries are early in the morning. Mayor McKenzie stated that it's an opportunity to get a few more parking spaces on Main Street since they are desperately needed. Pres. Fassett said he would give the City Manager general approval from the BID.

#### **Executive Directors Report:**

- Renewal of Brighttr Travel Contract – Exec. Dir. Powers stated that the Brighttr Travel folks have submitted a renewal of their contract for 2022-2023 with no increase in fees; they are looking at adding events to the app; they are looking at ways to add the businesses that are not currently listed; they are exploring ways to add the Farmers Market vendors to the app. Exec. Dir. Powers asked for a motion to approve the new contract at the old rate. Pres. Fassett stated he would like to see an official launch of the app. Sec. Joseph made a motion to extend the Brighttr Travel app contract at \$115 per month, seconded by Vice Pres. Del Rosario, all in favor.
- Website Updates – Exec. Dir. Powers has been working with the website company to upgrade some of the back end of the website, upgrade some of the plug-ins, add all of the 2022 Peekskill Farmers Market materials have been added. In addition, any of the grand opening videos that are produced by the city and within the BID have been added to the BID website and new ones will be added going forward.
- Replacement Banners – We are working with Enormous Creative to make the existing designs bolder and more colorful.
- Clarification on City's event forms – Exec. Dir. Powers stated that he had spoken with Cathy Montaldo and that she advised him to use the Pugsley Park/ Downtown Event form for any events happening in the downtown.

- Farmers Market and Flea Market Updates – City permit applications will be submitted this week, with the Farmers Market scheduled to start on Saturday, June 4, and the Flea Market scheduled to open Sunday, April 3, 2022 on Bank Street.
- Makers Market Proposal – Since it is a contract, we should discuss in executive session and Exec. Dir. Powers would like to get some direction from the board.
- Renew We Are Peekskill/Somos Peekskill Campaign – Exec. Dir. Powers said he would like to receive recommendations from the BID members as to who should be spotlighted this year.
- Interest in Marching in the St. Patrick's Parade - March 12, 2022 at 3pm – Exec. Dir. Powers noted that he will be marching with the former Grand Marshals for the first time in 30 years, but if the BID wants to march we should get a banner. Mayor McKenzie said she was happy the parade was back.

**BID Member Public Comment** - BID Member Mary Foster stated that she was very interested in the presentation on the free WiFi in the downtown. She noted that the library is upgrading its own broadband, it will have a WiFi signal going into the plaza in front of the library. She also said that Community Solar is an interesting program and would like to understand more about it.

**Motion to adjourn** - Vice Pres. Del Rosario made a motion to adjourn, seconded by Sec. Joseph, all in favor.