



**Peekskill Business Improvement District
Board of Director's Meeting Agenda
Tuesday, January 11, 2022 @ 6pm
Via ZOOM**

Present: Pres. Brian Fassett, Vice Pres. Cynthia Del Rosario, Sec. LaFern Joseph, Board Members Matt Rudikoff, Drew Claxton, Larry D'Amico, Ivy Fairchild and Executive Director Bill Powers. Guest: Chereese Jervis-Hill. Frank Vasquez and Monique Michaels joined the meeting in progress; Board Member Michaels had to rejoin the meeting due to a poor connection. **Absent:** Matt Alexander.

BID Members present: Mary Foster, and Scarlet Antonia joined the meeting in progress.

Call January 11, 2022 Board of Directors meeting to order – Pres. Fassett called the meeting to order at 6:01pm. He noted that The Community Owned Solar Project will not be presented tonight, but will be added to a future meeting agenda; he also noted that he wanted to add the BID Member comment section at the end of the agenda, as well as the approval of the December Meeting minutes.

BID Member Public Comment – There were none.

Frank Vasquez and Monique Michaels joined the meeting.

Presentation by Chereese Jervis Hill - 2021 Peekskill Farmers Market/Plans for 2022 - Chereese Jervis Hill, President of Events to Remember, gave a recap of the 2021 Peekskill Farmers Market --had 31 vendors, 16 new vendors; most are excited to come back next year; still lacking in a few areas such as another farmer, a honey vendor, spices, a meat vendor; the community partnerships worked well, where local non-profits can come and showcase their programs; she cited the fact that Hope for Youth and Jim Witt sold \$1,000 in long range weather calendars. Worked with CHHOP on the day of the Turkey Trot where people could come and purchase food from the farmers and donate it. Looking to do more events at the market depending on COVID. The Board received a full written report from Chereese. Two farm vendors take SNAP, and Chereese was asked if more vendors could take SNAP and she indicated that the other vendors are small and do not seem to have a desire to manage SNAP. Chereese was asked if she had any discussions with the community farm project at LePore Park and she said she had several conversations with Jason Angell, but that they were just getting started, that it was their first year and they were not ready for too much outreach yet. Pres. Fassett asked that Exec. Dir. Powers share Chereese's report with the City Council. Pres. Fassett thanked Chereese and her team for an incredibly successful year.

Presentation by Jason Angel - Community Owned Solar Project will be presented next month.

Request for \$1,000 from PAA for an Art Painting & Poetry Project – The BID received a request from the PAA to do a painting, poetry and music project on two Sundays in April 24 and May 22 from 2pm to 4pm, on Esther Street; they have received a \$1,000 grant from Arts Westchester and are asking for matching funds. Board Member D'Amico stated that the event which has been done before is going to be outdoors this time and that they have had been attracting 30 to 50 people. Board Member Claxton advised the board that the Peekskill Coffee House has traditionally done music during those dates and times on Esther Street on Sundays. Board Member D'Amico was asked if the artists will be selling the completed artwork that day and he said he did not, but that the proposal submitted by the PAA said they might display the art at the Bean Runner and sell the art to benefit local artists. Pres. Fassett asked the BID be named a partner for the event. Board Member Claxton said that then city has

changed the permitting process on Esther Street and that it now goes through Parks and Rec and requires a \$1,000 deposit to pay for any damages or cleanup. The permit is \$350 and the rest would be refunded if everything is OK after the event. Board Member Claxton is asking for clarification. Exec. Dir. Powers stated that he had seen the permits and that he was concerned that the \$1,000 deposit might deter some smaller groups from doing events and suggested that we add the topic to our next meeting with the city manager, and further stated that maybe the BID could put up the deposit for worthwhile events. He was also concerned about the crowd limitations. There was some discussion about covering 50% of the expenses associated with the event when our new policy states we will only support covering 10% of expenses. Vice Pres. Del Rosario put forth a motion to support the PAA event with \$1,000, seconded by Sec. Joseph, all in favor.

Request from Peekskill St. Patrick's Committee for \$1,200 to be a sponsor of the Peekskill St.

Patrick's Parade - Exec. Dir. Powers stated that the BID had received a request for \$1,200 to support the parade; he noted that they did not have the parade last year and thus did not have the ability to do more fundraising like they usually do. They are planning on holding the parade this year even under COVID. He noted that the bands generally charge \$1,000 and up; he noted that the parade committee lost their annual Entergy grant of \$5,000 when the plant closed. Board Member Claxton said she supports the request because the parade benefits all of the downtown and all the businesses along the parade route can benefit; the parade is the kind of event the BID should be supporting; we should ask how the BID will be acknowledged; Pres. Fassett suggested that the BID have a banner done and march in the parade. Exec. Dir. Powers stated he would be marching with the former Grand Marshals for the first time ever. Motion made by Board Member Claxton to support the parade with \$1,200, seconded by Sec. Joseph, all in favor.

Art Projects for 2022 @ Former Tubman Statue Site – There was a connection issue with Board Member Michaels and this agenda item was skipped until we can re-establish her connection.

Black History Month Plans – Sec. Joseph has been in discussions with Dr. Marjorie Daniels (to work with the Black Culture Club to have children do some poetry—maybe a contest—about Black History) and feature some of the black leaders in Peekskill and showcase their contributions to the community by interviewing them and videotaping them, and Dr. Sales about the significance of Black History Month in a zoom presentation. Shorter time and more frequent, make it into a series. Do four segments. Exec. Dir. Powers stated that he had heard from the Peekskill Museum and that they are planning on doing an event in February to celebrate Black History Month and suggested that they could plug into our series. Board Member Fairchild and Vice Pres. Del Rosario volunteered to help Sec. Joseph with the planning.

2022 Election Committee Update – Sec. Joseph noted that the solicitation for new board members and the proxies for property owner reps have gone out in the mail and we are waiting for applicants to come in by the deadline of January 26, 2022. Exec. Dir. Powers noted that about 320 letters were mailed to property owners, known commercial tenants and known artists. The solicitation letter and forms are on the website and the letter is in Spanish as well. There are two new seats, one property owner, and one artist seat. Board Member Rudikoff asked what the qualifications are to be a board member and whether candidates are asked to submit their credential or complete a questionnaire. Exec. Dir. Powers noted that the election committee is offering candidates to submit a five minute video about themselves and why they are running and their biography/resume.

Banner Replacement Plans for 2022 – Pres. Fassett noted that a lot of effort went into the three season banners, which were the five different banners—dining, entertainment, history, art and

shopping. The banners are starting to fade and have been up since 2018. He's suggesting that we update the artwork and make the colors bolder, more colorful and vibrant. Board Member Claxton asked if the banners could be larger. Pres. Fassett stated that he was looking at making all the banners the same size including the holiday banners which are smaller; this would help DPW during the installation process. There are about 150 banners that need to be replaced and it will cost about \$5,000. DPW picks up the cost of installation. He would like to do something different with the holiday/winter banners and hold an artist competition to create new winter banners. Board Member Claxton made a motion to spend, not to exceed \$7,500 for 150 new three season banners and pay for the graphic updates, seconded by Vice Pres. Del Rosario, all in favor.

2022 Peekskill Farmers Market Contract – Pres. Fassett noted that the only difference from last year's contract with Events to remember is a slight increase in their fee of \$500. Exec. Dir. Noted that that the increase is generally towards salaries. Board Member Fairchild made a motion to accept the contract as presented, seconded by Sec. Joseph, all in favor, including Board Member Michaels who rejoined the call.

Art Projects for 2022 @ Former Tubman Statue Site – Wants to put out an artist call to generate interest and get applicants, rotating 3 or 4 artists a year, with a stipend of \$300 - \$500; Exec. Dir. Powers stated that he can take care of the permit with the city and liability insurance for the BID and the City just in case some one climbs on the artwork and falls off; we cannot pay to insure the artwork. Board Member Claxton asked who picks up the installation costs. Existing artwork would be good. Pres. Fassett asked Board Member Michaels to draft an artist interest piece and distribute it. Exec. Dir. Powers suggested we include the stipend amount and an amount for installation as well as criteria for who can submit artwork for consideration. Pres. Fassett suggested creating an artist committee to review submissions, and it was also suggested that we open the competition up to Hudson Valley artists as well as Peekskill artists and settle on a blend of both. Board Member D'Amico stated that he would like to see artwork that is both durable and inexpensive to install. BID Member Foster suggested using the term art installation to encompass more than sculptures, and suggested the artists selected should have a good following to help bring people in to see the installation. Exec. Dir. Powers asked if there were any samples of similar requests that the BID could look at and Board Member D'Amico suggested contacting Jo Ann Brody who curates the Tilly Foster Farm art installations.

Appoint 2022 Communications Committee – Pres. Fassett asked to table the appointment of this committee until after the elections of the new board. There was no objection.

2022 Flea Market Guidelines – Exec. Dir. Powers stated that there are no major changes to the 2022 Flea Market Guidelines, except that he wanted to get input from the board about allowing one of the Bank Street businesses to sell new items at the Flea Market. Sec. Joseph stated that only used items should be sold at the Flea Market and that it is unfair for the business to sell new items when the other vendors can't. She further stated that flea markets should only sell used items. She also claimed that other vendors are starting to sell new items. Board Member Claxton would like to see more antiques and maybe we could develop sidewalk sales like in the past if we did some advertising to promote it. After lengthy discussion, there should be no new merchandise offered, only gently used items, collectibles and antiques. We will add the issue of city-wide sidewalk sales to our meeting with the city manager since we might have to get a permit to do that.

Review 2022 BID Event/Project Support Application – The revised application was distributed to the board and after lengthy conversation, it was decided that the Board may vote to cover up to 50% of

the expense of a supported event, and could cover more with a super majority vote, and, with a super majority vote, the board could consider funding an event in less than 90 days. Exec. Dir. Powers will make those changes on the application form along with changing the words “will provide support” to “may provide support” and include a line for a rain date; if the event is canceled, do we get our funding back? Does the BID want to cap how much in total we give out to support events? How do we know if an event benefits all of the downtown? Those requesting funding from the BID should have a demonstrable track record of success. Lastly, the board wanted assurances that the BID receive proper recognition for its contributions.

Approval of December 7, 2021 Meeting Minutes – Sec. Joseph made a motion to accept the December 7, 2021 Meeting Minutes as presented, seconded by Vice Pres. Del Rosario, all in favor, except Board Member Claxton who abstained since she was absent from that meeting.

Request to change March 1, 2022 Board Meeting date to March 8, 2022 – Exec. Dir. Powers asked to have the March 1, 2022 Board Meeting date moved to March 8, 2022 because of the BID Elections. Board Member Claxton made a motion to move the March 1, 2022 Board Meeting date to March 8, 2022, due to a conflict with the election cycle, seconded by Vice Pres. Del Rosario, all in favor.

BID Member Public Comment – BID Member Scarlett Antonia who is planning to do the Oz Land Festival again, asked if the BID has chosen a date for the Harvest Fest yet so she can choose a date late summer early September to do her event. She thanked the board for supporting the event last year and is open to suggestions for this year.

Adjournment into Executive Session to discuss contracts – Sec. Joseph made a motion to adjourn to executive session to discuss contracts, seconded by Vice Pres. Del Rosario, all in favor.