



**Peekskill Business Improvement District  
Board of Director's Meeting Minutes  
Tuesday, January 10, 2023 @ 6:00pm  
Via Zoom**

**Present:** Pres. Cynthia Del Rosario, Sec. Drew Claxton and Board Members David Kaminsky, Larry D'Amico, Brian Fassett, Monique Brideau, Ivy Fairchild, Matthew Rudikoff, and Executive Director Bill Powers. Toni Tracy and LaFern Joseph joined the meeting in progress.

**Absent:** Board Member Frank Vasquez.

**BID Members:** Lilly Gummerson, artist; Roger Campos, branch manager of Mid Hudson Valley Federal Credit Union on Broad Street; Richard Rogers, manager of H&R Block tax office on Park Street; Mark Nomadiou, home based business; Mary Foster, property owner; Scarlet Antonia, The Artist Spot; Sue Sheridan, Chairwoman, Peekskill St. Patrick's Parade.

**Call January 10, 2023 Board of Directors meeting to order** – Pres. Del Rosario called the January 10, 2023 Board of Directors Meeting to order at 6:01pm. She stated that she was on her cellphone and on the move in New York City; she stated she may need some assistance moving through the agenda.

**BID Member Public Comment** – Pres. Del Rosario asked the newcomers to say hello and identify themselves. Introducing themselves were: Lilly Gummerson, artist; Roger Campos, branch manager of Mid Hudson Valley Federal Credit Union on Broad Street; Richard Rogers, manager of H&R Block tax office on Park Street; Mark Nomadiou, home based business.

Mary Foster said she received the letter soliciting new board members, and she thanked the committee for doing a great job in making the process very clear, including the attached proxy form and how it works. Pres. Del Rosario for putting the materials together.

**Approval of December 6, 2022 Board Meeting Minutes** – Sec. Claxton made a motion to accept the December 6, 2022 Board Meeting Minutes, seconded by Board Member D'Amico, all in favor.

**Announcement of Approval of ETR contract to continue to manage the Peekskill Farmers Market for 2023** – Pres. Del Rosario announced that the Board met in executive session after last month's meeting and Executive Dir. Powers stated that the board approved the contract with Events to Remember to continue to manage the Peekskill Farmers Market with no increase in fees over the 2022 contract.

Exec. Dir. Powers also noted that City Manager Matt Alexander resigned from the BID Board of Directors and under the bylaws, the new City Comptroller Toni Tracy appointed herself as the new member of the BID Board. Mr. Powers asked for a motion to accept Ms. Tracy's appointment to the Board and to appoint her as treasurer, replacing Mr. Alexander who held that position. Board Member Fairchild made that motion, seconded by Councilman Fassett, all in favor.

**Candlelight Tour of Downtown Retailers Review** – Sec. Claxton attend that the tour was a success with 21 retailers participating. We had a group of people who went to each retailer—would have liked a larger group. She stated that the retailers were very happy to be a part of a more formal event and admitted that she learned of new retailers including the Lounge House., where she did a lot of her Christmas shopping. Each retailer put out their luminaries to designate them as participant and she said she though it was good start and added that the downtown needs more retail because it brings in more foot traffic. Exec. Dir. Thanked Deputy Mayor Riley for leading the tour and Scarlett Antonia for gathering carolers to go along with the tour. He also thanked Sec. Claxton for helping put the tour together and agreed that the BID can build on this. Councilman Fassett said it was great tour, but in the future we need to find more time to shop.

Exec. Dir. advised that Sue Sheridan had joined the call to discuss her request for funding for the Peekskill St. Patrick's Parade; she is requesting \$2,500. It is the 32<sup>nd</sup> Peekskill St. Patrick's Parade in the committee's 34<sup>th</sup> year (missed two because of COVID). The parade brings 1,000+ people into the downtown and creates a welcoming atmosphere to downtown. The BID board voted unanimously to fund \$2,500 for the parade in exchange for getting name and logo on all marketing materials, four tickets to Grand Marshal Installation dinner, social media mentions, full page Installation Journal ad and BID banner on reviewing stand at the parade on March 11, 2023. She stated that costs are going up exponentially and cited one band's fee is going up \$300 because of increased fees for the bus transportation to get them to Peekskill. They have a \$5K sponsorship by Certainteed, and Holtec is giving the committee \$1,000. She expects that parade to cost between \$15K-\$17K. Exec. Dir. Powers noted that the BID had sponsored the parade in 2022 for \$1,200 plus a \$250 ad. Ms. Sheridan stated that she anticipate that there will be between 700-800 parade participants. Councilman Fassett asked if there was any funding from the city and ms. Sheridan stated that was no funding from the city at this time. He added that he was in favor of increasing the BID's funding level this year to \$2,500 and that he thought it would be incredible to have BID contingent in the parade under a BID banner, hand out the tri-fold brochure to get us out into the community. Board Member Rudikoff made a motion to fund \$2,500 for the Peekskill St. Patrick's Parade, seconded by Board Member Fairchild, all in favor. Ms. Sheridan thanked the board.

**Election Committee Update** – Board Member Kaminsky reminded the board that Pres. Del Rosario appointed him (David) as the Election Committee Chair. He thanked Exec. Dir. Powers for his help. He noted that a mailing for new board members was sent out on 1/6/23; he noted that two people reached out in response to the mailing already. The mailing consisted of 200 commercial tenants (which include the 70 new businesses that registered through the BID website though the outreach efforts of Chereese and her team at Events to Remember, along with and 158 property owners. Important dates ahead: January 27 20223 is the deadline to receive interest from BID Members to run for the board and appear on the ballot. Ballot and election materials will be sent out on or before February 3, 2023; ballots will be collected on February 18, 2023 at the Chamber Office from 12pm to 2pm; Election day is February 21, 2023. Ballots will be collected on February 21, 2023 at the Chamber Office from 5pm to 7pm. Mailed in ballots must be received by March 2, 2023. On March 2, 2023, there will be a zoom meeting to count the ballots at 7pm.

**Historical Tours Update** – Board Member Kaminsky also reported on the historic tours of buildings in the downtown and stated that there are so many that there needs to be two tours. He thanked Exec.

Dir. For sending comments and he noted that architect Joe Thompson (who is in the BID) provided architectural details that should be added to the text. He would like to have a refreshment stop in the middle of each tour and where that would be. He would also like to add one stop at a retailer. He stated that he has been having trouble finding a good map and asked for help in identifying a map that may already exist. Pres. Del Rosario will send contact information to Mr. Kaminsky of a map maker she knows, and Ms. Gummerson provided information about a contact (Evan Applegate at quercusmaps) she has who makes maps. Exec. Dir. Powers stated that he might have Mr. Applegate's email since he had attended the farmers market in the past. Hoping to have materials ready by late March/Early April to a test run and plan to run the tour in April/May/June and July every other week. Mr. Kaminsky said he would like to do some tours but we need to seek other tour guides. Mr. Kaminsky asked for help in identifying the restaurants who may want to participate as a refreshment stop and Pres. Del Rosario asked that he come up with a one sheet that can explain what he is seeking from the restaurants. Mr. Kaminsky was asked if the tour will include historical residential properties but he noted most are commercial/dual commercial residential. Most of the residential historical homes are outside the BID. Mr. Rogers asked if the tour could at some point extend to historic and Victoria homes, and Mr. Kaminsky said yes.

**BID Electronic Newsletter Update** – Board Member Fairchild gave an update on the newsletter and stated that the plan was to profile two businesses each newsletter. For the first one it would be Mid Hudson Federal Credit Union and the Lounge House, a welcome from Cynthia, a section on BID activities, important information, city issues, keeping it short. It will be in Spanish and English. She solicited suggestions from the Board. Councilman Fassett also offered to get the newsletter distributed to the whole city.

**City of Peekskill Update** – Councilman Fassett welcomed Toni Tracy as the City's new Comptroller and congratulated her on being elected the Treasurer of the BID; he noted that the City had passed cannabis legislation for dispensaries and lounges; he was not aware of any current applications for either. The city council voted to keep Esther Street closed through the end of the year and noted that there were concerns on winter plowing that area so that the surface is not a slick icy surface all winter. The city is receiving funding for the food incubator project on Washington Street, but Mr. Rudikoff will have more to share on that project; the city was informed that it received a \$90K grant to formulate a comprehensive plan. The city is also working with the economic development team on a downtown retail plan and is working on getting a business survey together as well to get some progress on addressing empty storefronts. DRI is in progress with plans for Pugsley and Monument Parks being revealed. The city is also partnering with the Salvation Army to help the fire victims from Hillcrest.

Pres. Del Rosario, who was on her cell phone, stated that she had to leave the meeting and asked Sec. Claxton to take over the meeting.

**Economic Development Update** – Board Member Rudikoff said he is awaiting the marketing/branding RFPs for review. There will be a project advisory committee. The business survey is being conducted in conjunction with the PIDA and their consultant. The food kitchen/incubator is considered public infrastructure. It is estimated that then businesses that get started in the incubator will generate 592 new jobs in the first five years. Fleishman Pier is under construction and the city is starting to seek expressions of interest for commercial tour boat operators.

**Artist Update** – Monique Brideau reported the MOCA has a reception coming up for their Eye of the Needle show; the PAA art exhibit is up at the Field Library until January 25, 2023. She complimented the lighted deer in front of the library. The DRI Making Connections project deadline was extended to Feb. 10. Exec. Dir. Powers noted that there is a plan to replace the existing holiday banners with new and original artwork created by local artists. Exec. Dir. Powers and Board Member Brideau will be working this project.

**2023 Special Events Committee** – This report was skipped.

**Executive Director's Report** – Exec. Dir. Powers noted he met with Events to Remember this morning and the farmers market team is planning some new and exciting events at the farmers market to bring in more crowds. He also noted that Rolling Ridge, the large farm stand at the end is no longer coming back, but they have put us in touch with another farmer who plans to take his place. He noted that he will be attending his first board meeting of Historic Hudson River Towns since he was appointed by the city to the group which focuses mainly on tourism. Pres, Del Rosario and Exec. Dir. Powers will be touring with the planning department the DRI plans for Pugsley and Monument Parks. Both are also meeting with the consultants about how and where events occur in downtown right after that meeting. He also wanted to thank ETR for their efforts in registering 70 new commercial tenants with the BID, all of whom were added in time to receive the solicitation letter to run for the board. Those businesses will also be added to the e-newsletter database. We now have 200 BID businesses.

**BID Member Public Comment** – Vice Pres. Joseph wanted to congratulate Mr. Powers on his appointment to the HHRT Board and she asked if there was any news about the flea market. Exec. Dir. Powers said he nothing to announce yet about the flea market.

Ms. Gummerson asked why Ms. Tracy was appointed tonight when there is an election coming up, and Exec. Dir. Powers explained that Ms. Tracy is appointed by the Comptrollers office and is not an elected board member.

Ms. Foster wanted to thank whoever placed the deer in front of the library and in Monument Park. She also stated that she would like to see tours of art display inside businesses, the library, etc. BID may need a tour committee.

Councilman Fassett stated that the deer were the city's idea to get more holiday lights into the downtown and noted that the council plans to place on the council agenda holiday lights as a topic early this year. Board Member D'Amico noted that the light sculptures will be installed on Central Avenue.

Board Member Claxton and BID Member Foster encouraged more lighting during the colder darker months.

Councilman Fassett made a motion to adjourn, seconded by Vice Pres. Joseph, all in favor. Meeting adjourned at 6:59pm.