



Peekskill Business Improvement District
Board of Director's Meeting Minutes
Tuesday, February 7, 2023 @ 6:00pm
Via Zoom

Present: Pres. Cynthia Del Rosario, Vice Pres. LaFern Joseph, Sec. Drew Claxton and Board Members David Kaminsky, Matthew Rudikoff, Larry D'Amico, Brian Fassett, Monique Brideau, Frank Vazquez, Ivy Fairchild and Executive Director Bill Powers.

Absent: Toni Tracy.

BID Members present: Richard Rogers, Chuck Lesnick, Dorothy Posada, Scarlett Antonia, and Carole Voisey.

Call February 7, 2023 Board of Directors meeting to order – Pres. Del Rosario called the February 7, 2023 Board of Directors Meeting to order prior to leaving the meeting so that she could get to her hotel room as she was traveling out of state and asked Mr. Powers to get the meeting started and that she would re-join soon. Mr. Powers noted that the approval of the January minutes would need to be moved to next month, but further noted that the video of the meeting was already posted to the BID website.

BID Member Public Comment – There was no public comment.

Election Committee Update – Board Member Kaminsky thanked Executive Director Powers for providing the Election Committee with a lot of support. He noted that the candidates' bios were posted to the BID website. He noted that the cost of mailing, printing and translating the election materials was nearly \$2,000, a necessary expense. He stated that the committee met on January 30, 2023 to approve the ballot and elections materials and the committee discussed whether or not to have write ins and it was unanimously approved not to have write in candidates this year. The committee felt that if some one wanted to run for the board they should put their name and credentials out for consideration. The committee reviewed the bylaws and they do not require such an inclusion. The ballots and materials were mailed out of February 3, 2023. Most should have received it, and several people on the call acknowledged that they did. He noted that 387 pieces were mailed out. He further noted that the notice of the annual meeting and the drop off dates for the hand delivery of the ballots was posted on the BID website on February 2, 2023, and noted that the committee is being very careful to comply with all timing requirements. Four candidates appear on the ballot, Drew Claxton, property owner; Roger Campos, from Mid-Hudson Federal Credit Union; Charles Lesnick who owns multiple properties; commercial tenant Richard Rogers with H&R Block who is present. He further noted that there is still one seat open and the election committee determined to recommend to the full board that an appropriate person be appointed in due course. Councilman Fassett thanked Board Member Kaminsky and the committee for all of their hard work; board members agreed.

Historical Tours Update/Request for Funding for Map Design & Printing – Board Member Kaminsky stated the the map and tour are coming along nicely. He said the map is almost ready to launch. He would like to do some soft tour dates and invite the board to do some test runs. He has been working with mapmaker Evan Applegate and he gave a price to create the map and have it printed in black and white for a 1,000 maps it would be \$1,000 and in color \$1,600. He reported that Exec. Director Powers asked to have the map pre-folded and also include the BID logo and QR code. He asked for a motion to receive up to \$2,500 for the project and he would share the map before any final printing with the board. There was some discussion about sponsors or underwriting the map including inviting the building owners.

Pres. Del Rosario rejoined the call, and Board Member Ivy Fairchild and board candidate Chuck Lesnick joined the call.

After some discussion, Vice Pres. Joseph made a motion to fund the map, not to exceed \$2,500, seconded by Councilman Fassett, all in favor, except, Mr. Kaminsky who abstained since it was his project.

Pres. Del Rosario thanked Mr. Kaminsky for his work on the map and on the elections committee.

Annual Meeting Expenditure/Request for Approval – Pres. Del Rosario indicated that the proposal for food and beverage at dramatic hall for the annual in person meeting was \$2,000; alcoholic beverages would be for cash. The meeting is scheduled for Tuesday March 7, 2023 at 6pm.

Councilman Fassett made a motion to request funding for up to \$2,000 for the food and non-alcoholic beverages for the annual meeting, seconded by Sec. Claxton, and all in favor. Pres, Del Rosario stated that she was looking forward to meeting some of the new BID members in person after so long of a time on Zoom.

BID Electronic Newsletter Update – Board Member Fairchild reported that she had had trouble reaching the second business that she wanted to profile; she said she had interviewed the MHVFCU and they are awaiting approval on the story from their branch manager and their marketing dept. She had also drafted the Welcome letter from the Pres. and will announce the new board members as well. Pres. Del Rosario asked what's next and Board Member Fairchild stated that she would like to interview the Hispanic group on Park Street. Exec. Dir. Powers stated that he would like us to interview the second floor retailers to give them some exposure.

City of Peekskill Update - Councilman Fassett stated that the City Council had reviewed some text zoning amendments that would impact the new development project on the corner of Howard and North Division. The change would allow mixed use residential buildings with bonus height in the C-3 zone. The proposed building would be in the BID and the changes might impact the old White Plains Linen property. He stated that the property on Howard and Division, the developer had purchased multiple properties and had been looking at a six story building, which he acknowledged there were some concerns. There was some discussion about allowing a five story building with a bonus height option, but the council was not comfortable with that and changed it to a four story building with an option of five or six stories. There will be a public hearing in February for the zoning amendments. Councilman Fassett stated that the changes will only apply to C3 zoning.

On a separate note, he said the Peekskill St. Patrick's Parade was approved for downtown on Saturday, March 11, 2023 with a rain date of March 25, 2023. He also noted that the Juneteenth parade will be happening along with a festival on Saturday, June 17, 2023. The footprint for the festival would be similar to what the BID does, and the parade will start at the AME Zion Church, down Park, left onto Broad, right onto Brown, and right onto Division. He assumed that the committee would request funding from the BID.

Economic Development Update – Board Member Rudikoff reported that he and the city manager are working on a presentation for the Hudson Valley Gateway Chamber of Commerce breakfast on Thursday, March 8, 2023 at the Peekskill Fire House, and will focus on new developments and new project and the DRI, but also all the measures that the city is doing to improve the quality of life. He is also working with the company that received the \$2 million grant for the supermarket on Washington Street. The grant for the food incubator was approved all the way around by all involved. He also stated that he's been working on trying to get the trucks off of Peekskill roads and onto the Bear Mountain parkway, but that would be a long term plan and a dramatic improvement of the quality of life for Peekskill residents. There is a group, two from Peekskill, two from Yorktown, two from Westchester County and two from DOT. Also, the city received a strong response on the DRI branding/marketing/wayfinding RFP. The city received 15 responses for the branding/marketing RFP and 6 responses for the wayfinding signage. He is also working on retail. Pres. Del Rosario asked if there was any planned retailers at One Park Place and Mr. Rudikoff stated that he would have to find out and get back to us. It was stated that there is some discussion about a day care center in one spot at One Park Place.

Artist Update/Replacement of BID Holiday Banners/Request for Funding – Board Member Brideau asked to have the current holiday banners replaced with custom artist- designed banners because the banners are not the same size as the 3 season banners and it would be a more custom fit to have local artists design the new banners. The differing size causes extra work for DPW. Would like to have Peekskill artists create the designs who live or have a business in Peekskill or PAA members. Committee will consist of herself, Exec. Dir. Powers, one PAA member and one person (Brian Fassett) from the city. Timeline: open submission for two months, collect submissions, June 1 deadline, the committee will review and select, and by Sept. 1 the final selections would go to the company for printing and the delivered to City by Nov. 1 for installation. She is requesting up to \$9,500 for printing, at \$45 per banner for 150 banners, and includes a stipend of \$1,000 per artist and two banners would be selected. Ms. Brideau stated that she thought it was important that the BID value the artists and that we support them. \$6,750 for the banners and \$2,000 for the artists for a holiday, winter, neutral theme. Pres. Del Rosario thanked Board Member Brideau for the comprehensive memo about the initiative. The current banners would be donated to the city to be used elsewhere since they have a little more shelf life left. Exec, Dir. Powers indicated that the \$9,500 would come out of the BID's \$47,000 reserve fund since it is a one time capital expense. Board Member Kaminsky made a motion to expend up to \$9,500 for the holiday replacement banner project, seconded by board Member Fairchild, all in favor. Board Member Brideau thanked Exec. Dir. Powers for his help.

2023 Special Events Committee – Pres. Del Rosario reported that she, Chamber Director Voisey and BID Board Member Fairchild met to discuss 2023 events. Pres, Del Rosario indicated that she had compiled a calendar of all known 2023 events and will send that to the board. She noted that there is

a bar crawl coming up for Mardi Gras on 2/18/23. She stated that the events committee are proposing three events, the first being on May 6, 2023 and it would be a Peekskill tasting event with restaurants serving up some special food options. That date is also the day of the Rotary's Cherry Blossom festival and it was suggested that people should be transported back and forth. If anyone is interested in being part of the tasting event, please let Pres. Del Rosario. Last year's July Music event was too hot, and the committee is looking at moving a music/craft event to September 9, not October when there are too many other competing events. The third event is a possible holiday market on December 2 tying it altogether with the reindeer run, PAA Arts Holiday Boutique and the tree lighting. ETR would not be involved. The Candlelight Retail Tour will be coming back as well, and scheduled for December 9, 2023. There was some discussion about making the Candlelight Tour on December 2, 2023.

Executive Director's Report –

Exec. Dir. Powers reported that he was appointed to the Historic Hudson River Towns Board of Directors and was elected as its Vice President.

He reported that applications for the Peekskill Farmers Market have been sent out and have been posted on the BID website, applications are already coming in, and the farmers market team is planning some special events. In response to a question about the replacement farmer for Rolling Ridge, Exec. Dir. Powers noted that he and ETR have been in frequent contact over the winter with the new farmer; he further noted that Mr. Wengerd plans to attend the market to pass the baton.

Bright Travel has done a lot of enhancements of our travel app/map. We need to schedule a zoom training session to bring BID members and Board Members up to speed on the benefits of the changes.

BID Member Public Comment – Scarlett Antonia is concerned that the planned BID's craft/music event is one week before her Oz Land Festival. The Oz Fest is the same weekend as the Irish Festival.

Chuck Lesnick introduced himself, he's running for the board and he is doing the Broad/Howard/Main project. He said he used to work for NYS Urban Development and has experience in BIDs and was the Yonkers City Council President for 8 years.

Councilman Fassett made a motion to adjournment into Executive Session for personnel/contract discussions, seconded by Sec. Claxton, all in favor. Meeting adjourned at 7:05pm