



**Peekskill Business Improvement District**  
**Board of Director's Meeting Minutes**  
**Tuesday, October 1, 2024 @ 6pm**  
**Peekskill City Hall First Floor Conference Room**  
**840 Main Street, Peekskill, NY 10566**

**Present:** Richard Rogers, President; Dorothy Posada, Vice President; Deb Milone, Secretary; Board Members David Kaminsky, Roger Campos, John Sharp; Matt Rudikoff; Exec. Dir. Bill Powers

**Absent:** Toni Tracy, Treasurer, Board Members Brian Fassett, David Abrevaya, Drew Claxton, Paddy Neville, Chuck Lesnick.

**Call October 1, 2024, Board of Directors meeting to order** – Pres. Richard Rogers called the meeting to order at 6:00PM

**Approval of September 10, 2024, BID Board of Director's Meeting Minutes** – This agenda item was skipped and not voted on because of a lack of quorum at the time of the vote.

**BID Profiles** – Vice President Dorothy Posada reported:

- Wendy Garber/Flat Iron Gallery and David Abrevaya (artist) articles were translated into Spanish and posted to the BID website by Vice President Posada
- Bruised Apple article will post this Thursday on BID website.
- Field Library Book Store article will post next week on BID website.
- Planned articles being worked on Quirk Shop, The Fern Tree.
- Goal: Trying to profile as many local retail businesses as possible before the holiday season.

**City of Peekskill Update** – Councilman Brian Fassett

- There was no report due to a scheduling conflict for Councilman Fassett (Budget hearing).

**Economic Development Update** – Economic Development Specialist Matt Rudikoff

- Peekskill Incubator received an award for the work the city has done in creating plans for incubator.
- City sent additional funding request to Westchester for incubator on Washington Street.
- 41 N. Division Street working attracting potential businesses.
- Logo- Going through proposals for a new Marketing Firm.
- Working with developers for proposals for Railroad Ave & Water Street.
- Fleishman's Pier is opening – Evening Star and Nellie Blye and others will do boat tours. from the new pier; Shuttle may also do pick ups and drop offs at the Pier.
- An RFP for commercial boat operators – received good responses.

**Shuttle Update** – Board Member John Sharp and Exec. Dir. Bill Powers

- Shuttle launched last weekend (9/27/24).
- 15 people took the shuttle over the weekend with minimal publicity.
- Good first weekend feedback.
- Will get the driver, Warren, a cell phone so passengers can contact him.

### **2025 Preliminary Budget – Exec. Dir. Powers**

- Income to date is \$165K, with an additional \$23K expected, bringing total 2024 income for all lines to \$188K.
- Expenses to date: \$140K, with an additional \$41K expected, bringing total 2024 expenses to \$181K.
- About \$70K is allocated for annual operating expenses like salaries, website maintenance; Brighter Travel, office rental and utilities; insurance; printing; annual dinner meeting and elections; Tree lighting; some advertising. Farm and Flea are self funded and monitored separately.
- BID has about \$27,500 in budget for event support in 2024, and an additional \$5,000 in advertising set aside in this year's budget as well. The event support includes: Peekskill St. Patrick's Parade; Peekskill Pride in the Park; PAA Open Studios; Oz Festival; NYE Ball Drop. (Tubman Statue rental, descendants event are one time expenses).
- John Sharp made a motion seconded by Matt Rudikoff to form a subcommittee under 6 people to review the event support and advertising budget and make suggestions prior to the November board meeting. Subcommittee will meet on Wednesday, October 9 at 3pm at the Central.
- Discussion ensued on ideas on how we might spend the reserve monies (an additional \$25K).
- Some initial projects/ideas: increase social media, publicity, education on parking and trash collection; better maps and signage like on parking garages; create a TV spot; purchase influencers; use Exurbanist more.

### **Executive Director's Report – Exec. Dir. Powers**

- A new farmer came into the market selling fruits and vegetables. The booth is staffed by Spanish speaking staff and has been popular with Peekskill's Spanish speaking community.
- Exec. Dir. Powers Attended Revolutionary 250 event which has historical connections to Peekskill; spoke with NYS Senate Speaker Andrea Stewart Cousins at the event.
- Guest the weight of the giant Pumpkin will be held at the farmers market on Oct. 26. Kids can trick or treat at the market vendors that day and the BID is giving out free trick or treat bags.
- Sat. Oct. 19 will be vendor appreciation day at the farmers market. BID will present proclamations to each of the Farmer's market vendors and thank them for participating. BID will provide lunch to vendors.
- Fleishman's Pier grand opening is scheduled for Sunday, October 13, with ribbon cutting at 1230pm.

- Pres. Rogers, Vice Pres. Posada, Board Member Abrevaya, and Exec. Dir. Powers attended the Robeson anniversary show at the Paramount. BID took an ad in the event program.
  - Select 2024 Peekskill Makes Me Merry Pin Graphics – Board voted and chose the Candy Cane version after much discussion.
- Motion to adjourn 6:59 by Roger Campos, seconded by John Sharp – Motion passed.
- Adjournment