

**Peekskill Business Improvement District
Board of Director's Meeting Minutes
Tuesday, April 7, 2026 @ 6pm
Peekskill City Hall First Floor Conference Room
840 Main Street, Peekskill, NY 10566**

Present: Pres. Richard Rogers; Vice President Roger Campos; Secretary Deb Milone; Toni Tracey, Treasurer; Board members Councilman Brian Fassett; Wilson Narvaez, Jr.; Drew Claxton; Paddy Neville; David Abrevaya; Matthew Rudikoff; David Kaminsky; Executive Director Bill Powers.

Incoming Board Members: Marcel Dumnici; Ram Bathija. **Absent:** Board Member Chuck Lesnick.

Call April 7, 2026 Board of Directors meeting to order – Pres. Richard Rogers called the meeting to order at 6PM.

Member Public Comment – There were no comments.

Approval of February 3, 2026, BID Board of Director's Meeting Minutes – Secretary Deb Milone. Motion by: Brian Fassett, Seconded, Roger Campos. Motion carried

BID Board of Approval of March 3, 2026 Director's Meeting Minutes – Secretary Deb Milone. Motion by Roger Campos, seconded Brian Fassett. Motion carried.

Introduction of Board Members-Elect – Pres. Richard Rogers

Board members Marcel Dumnici and Ram Bathija introduced themselves; Wilson Narvaez, Jr, re-introduced himself since this will be his first full term on the board.

2026 Peekskill BID Elections Committee Report – Pres. Richard Rogers

- A solicitation letter was mailed to all known commercial tenants, registered certified artists, and property owners within the BID boundaries, 373 in all, followed by a ballot, letter, and instructions.
- On Tuesday, March 24, 2026, the Election Committee met in our attorney's office, Tom Langan, to open and count the ballots submitted by mail and those collected during the in-person drop off under Mr. Langan's supervision.
- The ballot count was as follows:
- **For the CLASS A PROPERTY OWNER REPRESENTATIVES:**
- Patrick Neville received 11 votes
- Marcel Dumnici received 9 votes

- Wilson Narvaez, Jr. received 9 votes
- Ram Bathija received 6 votes
- **For the CLASS B COMMERCIAL TENANT REPRESENTATIVE:**
- Deborah Milone received 4 votes
- **For the CLASS D CERTIFIED ARTIST REPRESENTATIVE:**
- David Abrevaya received 1 vote
- Motion to approve the election results by Roger Campos, seconded Paddy Neville. Motion carried.

Election of 2026 Officers – Secretary Deb Milone

- Secretary Milone opened the floor to nominations for officers and Board Member Drew Claxton nominated:
- Richard Rogers – President
- Roger Campos – Vice President
- Deb Milone - Secretary
- Toni Tracey - Treasurer

12 ayes, 0 nays, 0 abstentions, the motion carries. Election results accepted and approved.

Social Media Report – Exec. Dir. Bill Powers

Exec. Dir. Powers gave an overview of the March social media and provided the board with a written report as follows:

- PSAs for clean sidewalks and proper trash can use are being scripted.
- K&P Lounge Grand Opening – 9,600 views
- Pub Tour promo – 2,100 views
- St. Patrick's Parade Promo – 4,450 views
- St. Patrick's Parade Carousel 1 & 2 – 5,500 views each
- Say Yes to Peekskill article with photos – 2,300 views
- Thank You Esther Street photo Facebook – 12,000 views

- March was a month of steady engagement for Peekskill BID’s social media channels. While the Peekskill BID Facebook & @DiscoverPeekskill Instagram pages experienced lower net views and growth compared to February, the platforms continued to maintain a steady base of engaged followers. Notably, Instagram saw a solid 36.4% increase in followers in March, along with continued meaningful interactions from non-followers, indicating ongoing reach and visibility beyond our immediate audience. Content also continued to receive strong views and retention, indicating steady engagement from followers and non-followers. This shows that the page continues to maintain a consistent and diverse audience. These numbers reflect typical month-to-month variation and provide valuable insights for optimizing content and timing moving forward. Facebook The Peekskill BID Facebook page saw a slight dip in overall performance in March but continued to show strength in several key areas. While total views were lower than February, the page added 32 net new followers, reflecting sustained interest in BID content. Unfollows also decreased compared to the previous month, indicating a stable and loyal audience base. Additionally, the page saw 7 returning viewers this month—a 100% increase from February—highlighting encouraging audience retention and continued engagement.

Key Metrics Facebook

- Total followers: 2,343 (+32 net follows)
- New followers: 37 (-27.5%)
- Unfollows: 5 (-16.7%)
- Total content interactions: 747 (-3.6%) Visibility
- Total views: 46,715 (-16.5%)
- From followers: 11,511 (+4.9%)
- From non-followers: 35,204 (-1.5%) Summary Facebook continues to attract both existing and new viewers, with non-follower visibility remaining strong. The increase in views from followers indicates that content continues to resonate with Peekskill residents and the broader community. Instagram The @DiscoverPeekskill Instagram page had a positive month, showing strong growth in followers and interactions. New followers increased by 36.4%, and total content interactions grew by 6.5%, highlighting continued interest in community-driven and business-focused content. While total reach from non-followers was down slightly, the platform remains a key tool for connecting with a broader audience.

Key Metrics Instagram

- Total followers: 386 (+24 net follows)
- New followers: 28 (+36.4%)
- Unfollows: 4 (+33.3%)
- Total content interactions: 716 (+6.5%) Visibility
- Total views: 12,072 (+2.6%)
- Followers: 3,508 (+8.3%)
- Non-followers: 8,530 (-25.7%) Reach
- Organic: 4,307
- From ads: 0%
- Total reach: 4,307 (-21.8%)

Social media summary:

- Instagram continues to attract meaningful engagement from followers, and the month's growth in new followers demonstrates that content is successfully encouraging audiences to connect with the BID. While non-follower reach dipped, the strong follower growth and rising content interactions indicate that Instagram remains an effective platform for community visibility.
- Overall Reach and Visibility 255 89 289 89 124 104 46 91 46 209 Women 35-44 151 Women 65+ 38 Women 65+ 198 Women 65+ 38 Women 65+
- Facebook continued to command a larger audience, with total views reaching 45,112, driven largely by high-performing posts like the K&P Lounge Grand Opening reel and the St. Patrick's Parade Carousel. 8 Tuesday 4 Tuesday 4 Wednesday 6 Wednesday 5 Thursday 6 Thursday
- Instagram maintained strong engagement among a more targeted audience, with total views of 11,812. The K&P Grand Opening reel led Instagram's performance, indicating strong interest in community driven events across both platforms.
- While Facebook had broader reach, Instagram posts often reached younger age groups (25–34), suggesting complementary audience demographics between platforms. Post Performance Insights

- Reels drive engagement on both platforms. The top-performing posts on both pages were all reels or carousel posts highlighting community events and local businesses.
- Average view duration per post was slightly higher on Instagram (example: K&P Lounge Grand Opening reel 17 average view seconds on Instagram vs Facebook's 13 average view seconds), indicating that Instagram users tend to watch content a bit longer when engaged.
- Content geared toward community highlights (The Peekskill Museum article, Farmers Market, St. Patrick's Parade) performed consistently across both platforms, showing strong local interest. Demographics & Audience
- Facebook's top demographic skewed older, with most engaged viewers being women aged 55–64 and 65+, reflecting the core community audience.
- Instagram's top demographic skewed younger, with top viewers women aged 25–34, providing an opportunity to engage new, younger audiences who may not be as active on Facebook. Key Takeaways 1. Facebook excels at broad reach and exposure, especially for community events and cultural highlights, with strong non-follower visibility. 2. Instagram shows strong follower growth and engagement, particularly among younger adults, making it ideal for building a dedicated, active audience. 3. Reels remain the top-performing content type on both platforms, reinforcing the value of short, visually compelling videos for engagement. 4. Complementary audiences: Facebook continues to reach older residents and longtime viewers, while Instagram attracts new younger followers. Areas for Improvement March provides valuable insights for refining content strategy. On Facebook, slightly lower total views are balanced by steady visibility and continued growth in net followers, highlighting a loyal core audience. Keeping content concise and visually compelling will help maintain the current audience while also expanding the page's reach. On Instagram, the strong increase in new followers and content interactions is encouraging. Continuing to emphasize posts that appeal to both current followers and potential new viewers, along with increasing content output and clear CTAs, will help maintain and expand engagement.

Request motion to purchase/print new pole banners as needed – Exec. Dir. Bill Powers

- Motion to approve purchase by Brian Fassett, seconded by Deb Milone. Motion carried.

Request motion to design and print a new Peekskill Museum Brochure – Exec. Dir. Bill Powers.

- Motion to approve up to \$750 for design of new brochure by Drew Claxton; seconded by Paddy Neville, all in favor. Motion carried.

Request for \$500 for Peekskill PRIDE in the Park from the secretary of PRIDE –

- Exec. Dir. Bill Powers presented the request from PRIDE. Motion by Roger Campos, seconded by Drew Claxton, Brian Fassett abstained. Motion carried.

Request by Scarlett Antonia for \$500 in Funding for Oz Fest in August -

- Motion by Deb Milone to approve, seconded by Drew Claxton. All in favor. Motion carried.

City of Peekskill Update – Councilman Brian Fassett

- The Planning Department launched the new logo and branding campaign for the City of Peekskill. Through its work with stakeholders, community representatives, and community outreach, Trajectory Brands has delivered a comprehensive identity program and an updated look for the city.
- Council approved finalizing an agreement with the Peekskill Racket Association to conduct group tennis lessons at Depew Park for Peekskill Residents in 2026 as part of our Parks and Recs offerings.
- Council approved awarding a professional services contract to Saratoga Associates for the design and preparation of construction drawings for Phase II improvements in Depew Park -- work we intend to complete by the end of 2027.
- Council authorized the City Manager to solicit and enter into an agreement with an engineering firm to conduct a Geothermal Feasibility Study at city-owned facilities, including the police station, neighborhood center, and Library.
- Council approved the street closures for the BID Flea Market and Farmers Market.
- Council approved the Juneteenth parade route and street closures. The parade will take place on June 19, 2026, and starts at 12 pm. The downtown festival will take place from 1 pm to 6 pm.
- Council approved Weston and; Sampson to revise construction plans, obtain regulatory permits, and perform construction and oversight for additional Hollowbrook Dam rehabilitation.
- Council approved the posting of the LOSAP (Length of Service Awards Program) – points for the Peekskill volunteer Fire Fighters and the Volunteer Ambulance Corps – and have been posted to 30 days.

- Council approved the awarding of a contract to Scape-Tech Landscape Technology for \$2,176,900 to construct a new Civic Hub at the intersection of Division Street and Park Street, and \$1,096,550 to construct certain improvements to S. Division Street at South Street and Brown Street, as per plans.
- Council approved entering into a contract with CHA, Inc. to design improvements, draft construction documents, and advise on bidding and construction for FOUR downtown intersections under the momentum fund program. The subject sites are Main Street at Nelson Ave, Main St at Division St, Main St at Bank St, and Main Street at Brown St.
- Council approved entering into a license agreement with RMS – Rivertown Management Services to operate the Emerald Princess at the Fleishmann Pier and provide pier management services, for a five-year term. The City Manager is also authorized to negotiate and finalize the terms and conditions of a revised license agreement with NY Boat Co to operate a second boat from its Riverfront Green location.
- Council approved GOVWELL Technologies to install and maintain an online planning application filing and tracking system for our planning department.
- Council passed a resolution requesting that the NY State Legislature pass and that the Governor sign Assembly Bill known as the New York for All Act, which would prohibit and regulate the discovery
- and disclosure of immigration status by NY State and local government entities.
- Council passed a resolution authorizing the City Manager to approve the City of Peekskill Immigration Enforcement and Discrimination Policy.
- Council approved a settlement agreement and authorized payment of settlement funds to resolve litigation captioned Douglas v. City of Peekskill; in the amount of \$2,500,000, with \$700,000 from insurance. The City of Peekskill has denied and continues to deny any liability or wrongdoing of any kind in the Douglas action, and the proposed settlement is being undertaken solely to avoid the costs, uncertainties, and risks associated with further litigation.
- Council received a presentation from Tredway regarding their purchase and plans for the building at 901 Main Street. Council approved a beneficial pilot agreement. Their comprehensive plan is exciting and will benefit Peekskill and, more importantly, the building's residents. I encourage you to watch that on the city website. (They have since closed on the property)

- Council honored Black History Month recipients and presented proclamations to 5 members of our community, including a special proclamation honoring the Rev. Jesse Jackson to the Peekskill NAACP.
- Our Police Department held a Dine-and-Dialogue event at the Neighborhood Center on February 24. This was made possible through partnerships with many Peekskill Community Groups and was a great opportunity to meet our police officers and ranking staff – thank you to all who attended.
- Council attended a ribbon-cutting for K&P Lounge at 911 South Street – they are a Puerto Rican and Soul Food restaurant. And we welcome them to the BID and look forward to tasting all their dishes.
- Council approved street closures for the Fourth of July Parade – on July 4th, from 10 am to 12 pm.
- The mayor swore in two new police officers – Officer Lopez and Officer Mella.
- Council has approved moving forward with the development of a comprehensive plan, and agreed to enter into an agreement with Interboro Partners to move this forward.
- Council approved an agreement to install a backflow preventer to supplement water main work at Fleischmann Pier.
- Council approved ConEd’s soil remediation work for the lot behind the police station.
- City settled litigation commenced by Tuesday McDonald against the City of Peekskill, and several named defendants at a cost of \$100,000 - \$33,333.33 to Plaintiff’s Attorney, and \$66,666.67 to Tuesday McDonald.
- Council authorized City Manager to appoint a new part-time judge for the City of Peekskill – April McKenzie (no relation to Mayor McKenzie) assumed the role on March 26 th , a six-year appointment.
- On March 16 th, the City Comptroller presented a ‘budget to the actual’ report for 2025 – available online to review.
- Council honored three women for Women’s History Month and three people for Irish Heritage Month
- Council approved street closures for Cinco De Mayo festival on May 2 nd from 11 am to 12 am – music stopping at 10 pm.

- Council scheduled a public hearing for May 11 th,7 pm – on local law implementing zoning text amendments to regulate cannabis dispensaries, consumption sites, and delivery services.
- Council issued a resolution opposing the NY State Electric and Gas proposed rate hike for 2026 and distributed that the the governor, state legislators, and the NY state public service commission.

Economic Development Report – Economic Development Specialist Matt Rudikoff gave his report:

- PILOT for 901 Main Street sale, rehab and PILOT Application – closing and fees paid to City for redo of Nelson garage and PIDA administrative fee.
- 41 North Division PILOT Application planning and City impact fee discussions underway.
- Waterfront Hudson River Cruises –
- Trinity at Riverfront Green with a 2 nd boat, the Commander 150 passenger capacity
- RMS at Fleischmann Pier and Pier Manager License Agreements approved by Council
- Logo – launch and Destination Peekskill Website being populated with logo, branding and launch planning with destination marketing, sponsorship
- Opportunities upcoming major events including 250th Celebration, July 4th, World Cup, etc. Logo and tag line USPO trademarking
- MNRR Staycation event at GCT – Planning and Coordination with BID and City Planning.
- West Point Community Day, Marketing Pamphlet WP Visitors Center and Scenic Hudson collaboration being planned
- Responding to EDA review questions about local share and authorization to award bids.
- Working with building owner and prospects on former Peekskill Brewery Building.
- Mr. Rudikoff also distributed a spreadsheet about ongoing projects and their financial impact on the city:

Projected IDA Projects & February 27, 2026				
	Address*	Project Name/ Sponsor	Project Scope	Est Tot.Dev, Cost**
1	901 Main Street	Peekskill Plaza /Tredway	168 Unit acquisition	\$27 million
2	41 North Division	The Childrens Village	22 Units / Field Library	\$20 million
3	418 North Division	Stagg Development	160 Units	\$80 million
4	109 North Broad	Broad Howard / Lesnick	57 Units	\$30 million
5	305 Railroad Avenie	GDC	174 units	\$87 million
6	28 Water Sreet (Lot F)	Thorobird	125 Room Hotel	\$60 million
7	22/24 Water Street (Lot C)	M-Squared	102 units	\$51 million
8	Lower South Street	Kearney	230 units	\$115 million
9	201 North Division	James Guerriero	125 units	\$60 million

Executive Director's Report – Exec. Dir. Bill Powers

- Motion to extend Esther St. Market for additional weeks (excluding Mother’s Day weekend). Motion by Roger Campos, seconded by Brian Fassett. All in favor. Motion carried.
- Downtown Brown Plaza Renovation timetable and plans were shared with the board.
- Mayors State of the City Address is Monday, April 13, 2026 @ 7pm
- Brian and Bill met with Peekskill Fire Dept. regarding Knox Boxes education
- JV Mall Chamber event Sunday April 26 11am to 4pm; Bill will be staffing the booth, board members are welcome to attend as well.
- MTA Getaways Day May 13, working with City, plan to attend.
- Participating in 250 anniversary committee meetings every two weeks.
- Flea Market, canceled Sunday because of weather

Artist District Report – Board Member David Abrevaya

- Open Studios 2026 - BID Funding Request as Artist Chairman, I’d like to advocate for BID support of Open Studios 2026. This year the PAA is requesting \$500, this annual event brings visitors from across Hudson Valley, Westchester, and Manhattan to explore our city, meet local artists, and support downtown businesses. It strengthens Peekskill’s reputation as a true artist town. We would greatly appreciate any financial or promotional partnership from the BID to help make this year’s event even greater.
- Motion to approve \$500 for Peekskill Artist Alliance Open Studios weekend. Motion by Brian Fassett to approve; Seconded by Roger Campos. All in favor. Motion carried.

- Open Studios Map & Becoming a Sponsor; launched a Map Committee to design and produce our new illustrated Open Studios map. Please consider becoming a sponsor, we have added new sponsor tiers to our website and are encouraging donations at every level. We're stretched thin right now and are in the early stages of fundraising. The benefits for each tier are listed online, and we'd be truly grateful for your support.
- Drink & Draw - Last event saw a nice uptick in attendance, reaching 30 artists. The art community and interest in Peekskill continue to grow steadily. Expanding promotion to neighboring towns including Ardsley, Croton, and Montrose. Also created a dedicated Instagram account (@Drink.Draw.Peekskill) where we'll regularly feature artists' work, please follow and share! Artist Certification Workshop In mid-June ; David will be hosting a workshop to help artists prepare their paperwork and portfolios to become certified Peekskill artists. Certification makes artists eligible for the affordable artist lofts on Main Street. The workshop will cost \$75 per person and will be limited to 15 participants. May also run sessions in July and August (TBD)

• **Board Discussion: Pedestrian Litter** – Board Member Drew Claxton

- Suggesting Adopt a Block program where business would adopt a block and pay to keep their adopted block clean. Should not be an issue with the union because everything between storefront and street is the responsibility of the building owner. Maybe the BID can hire a company to sweep in front of businesses, and the businesses can sign up and pay the BID.
- BID will be producing PSA for littering and dumping garbage in the pitch cans.

BID Member Public Comment –

- Scarlett Antonia spoke that she must leave her storefront, because the landlord hasn't signed a C/O. She was given 30 days to terminate business.
- Adjourn to Executive session to discuss contracts. Motion by Roger Campos, seconded by Councilman Fassett, all in favor.