Peekskill Business Improvement District
Board of Director's Meeting Minutes
Tuesday, September 1, 2026 @ 6pm
Peekskill City Hall First Floor Conference Room
840 Main Street, Peekskill, NY 10566

Present: Vice President Roger Campos; Secretary Deb Milone; Board members Councilman Brian Fassett; Chuck Lesnick; Matthew Rudikoff; Drew Claxton; Wilson Narvaez, Jr.: Executive Director Bill Powers.

Excused: Richard Rogers; Toni Tracy; Paddy Neville; Ram Bathija; David Abrevaya; Marcel Dimnuci

Call September 1, 2026, Board of Directors meeting to order – With the absence of Pres. Rogers, Vice Pres. Roger Campos called the meeting to order at 6:01pm.

Guest: John Van Dekker – Enormous Creative – BID Social Media

- August was a strong month for Discover Peekskill's social media presence. Together, Facebook and Instagram generated nearly 82,000 total views and added 127 net new followers.
- Instagram experienced particularly significant growth, with reach increasing more than 81%, total views rising 12.62%, and its follower count increasing more than 15%.
- Facebook maintained strong overall visibility, generating nearly 59,000 views, while continuing to reach substantial audiences beyond the page's existing followers.
- Facebook continued to provide substantial visibility for Downtown Peekskill throughout August while reaching audiences well beyond the page's existing follower base. 77.73% of views came from non-followers, demonstrating continued organic discovery. The page also continued to expand its audience, adding 50 net new followers during the month.
- August was an exceptional month for @DiscoverPeekskill on Instagram, with substantial growth in reach, views, and followers. The account saw an 81.81% increase in reach, while total views climbed to more than 23,000, a 12.62% increase from July.
- Instagram's follower count also increased to 642, up 84 from July (+15.05%). The account added 77 net new followers during August, while strong performance from reels and community focused content helped significantly expand visibility among audiences beyond the account's existing followers.

- Instagram delivered substantial growth throughout August, particularly in overall reach and audience expansion. Reach increased by more than 81%, while total views increased 12.62%. The account also added 77 net new followers, demonstrating the platform's continued effectiveness for expanding Discover Peekskill's audience.
- The Keep Sidewalks Clean PSA was August's strongest performing content across both platforms, generating 15,154 combined views.
- Brown Plaza construction updates continued to generate strong interest, with the August 5th and August 19th updates producing nearly 15,000 combined views across both platforms.
- The Peekskill in Grand Central carousel generated more than 10,000 combined views, demonstrating strong interest in broader promotion of Downtown Peekskill.
- Local business features also performed well, particularly the Peekskill Mini Mart reel, which generated 6,812 Facebook views, including more than 6,000 from non-followers.
- Instagram experienced exceptional growth in August, with reach increasing 81.81%, total views increasing 12.62%, and followers increasing 15.05%.
- Discover Peekskill added 127 net new followers across Facebook and Instagram, demonstrating continued audience growth on both platforms.
- Facebook maintained substantial overall visibility with nearly 59,000 total views, while 77.73% of views came from non followers.
- Community focused reels, downtown construction updates, local business features, and placemaking content produced many of the month's strongest results. The performance of the Keep Sidewalks Clean PSA, Brown Plaza updates, Peekskill in Grand Central, and Bank Street business content demonstrates continued audience interest in timely, locally relevant storytelling and reinforces the value of combining informational content with strong visual presentation.
- Additional discussion about BID responses to negative social media posts and consideration of doing an educational campaign about what the BID does for next year.

BID Member Public Comment – Scarlett Antonia spoke of the Oz fest, stated she needs more PR going forward. Oz Cruise event was very successful. No one showed up fro the screening of the the Wizard of Oz at the Library. She thanked the BID for their support and for receiving the sponsor check; it had gotten lost in the mail since she lost her storefront and the check was returned to the city finance office. Antonia Arts is at a crossroads on what to do going forward.

Scarlett wants to support the community in any way she can and noted that she has some great up and coming talent.

Approval of July & August Board of Directors Meeting Minutes – Secretary Deb Milone asked for separate motions to approve the July and August 2026 meeting minutes.

Approval of July Minutes - Motion to approve the July 2026 meeting minutes was made by Councilman Brian Fassett, seconded by Vice Pres. Campos; Sec. Milone and Board Member Claxton abstained. Motion carried, minutes approved.

Approval of August Minutes - Motion to approve the August 2026 meeting minutes was made by Councilman Brian Fassett, seconded by Vice Pres. Campos; Sec. Milone and Board Member Wilson Narvaez, Jr. abstained. Motion carried, minutes approved.

Economic Development Report – Economic Development Specialist Matt Rudikoff provided his report which included an update on vacant storefronts and other business news.

- Direct Business Contact – Economic Specialist Rudikoff has been making contact with individual businesses about milestone events to see how the city can help promote them.
- Economic Specialist Rudikoff has been making contact with individual property owners who have vacancies to monitor potential development activities in the City.
- City is looking to host stakeholder discussions , ie business round table discussions, and trying to ID key properties and hold key person dialogues.
- The City is establishing a multi-pronged approach including meeting with vacant store front spaces for discussions re future plans, temporary pop-up uses, window painting Trompe d'oile (3D photo images), and code requirements.

City of Peekskill Update – Councilman Brian Fassett presented the City report:

- At the August 17th meeting at the Senior Center, the council and the public received a presentation on the new parking kiosk and a demo of the new parking app.
- The City entered into an intergovernmental cybersecurity endpoint detection and response software agreement with New York State Information Technology Services and Homeland Security to strengthen protection in our municipal system.
- Council approved street closures for the Assumption Church fair August 28th through 30th

- Council approved street closure for the September 11th Walk/Run to Remember hosted by the Peekskill Fire Department. This run starts at 8:45 am from the Central Firehouse to Park Street, Park to Central, Central to Water Street, and South Water Street to Hudson Ave. Streets will reopen quickly once the last runner goes by.
- The City accepted a grant and provided a $47,500 match to replace the elevator's electric control panel in the Neighborhood Center.
- The City is seeking a consultant through an RFQ to serve as an Affordable Housing Consultant. This would be on an as-needed basis to support planning projects.
- Council scheduled a public hearing for September 14th at 7 pm regarding a local law extending the Peekskill Downtown BID from September 30th, 2026 to September 30th, 2031.
- Council approved the DPW bid for 2026 street paving. This work should begin in about three weeks.
- Council approved a letter of support for the Broad Howard residential project regarding certain financing requested by the developer.
- The City has issued a request for bids related to the rehabilitation of the James Street and Nelson Avenue Parking Garages. Bids are due September 9th.
- On August 23rd, the City hosted the West Point Concert Band at Riverfront Green. It was a beautiful evening to celebrate America 250. The city hopes to continue to bring in more talent from West Point next year.
- The City is looking for volunteers to fill open seats on various boards and commissions, including Conservation Advisory, Historic and Landmarks, Human Relations, Peekskill Housing, Planning Commission, and Zoning Board of Appeals. If interested, send a resume and letter of interest to the City Clerk.
- Nominations are open for Italian American Heritage Month. Send recommendations to the City Clerk by September 18.

Litter Committee Report – Due to the excused absence of Pres. Richard Rogers, there was no report.

Executive Director's Report – Exec. Dir. Bill Powers gave his report:

- Attended National Night Out, as did Board Member Lesnick and Councilman Fassett
- Attended Historic Hudson River Towns Board of Directors meeting

- Wrote letter to editor at the Peekskill Herald to counter recent social media criticism. Focused on David Abrevaya's closing reception at the Bean Runner and speaking with a woman who brought her friends to Peekskill for the day, cruised the Hudson on the RMS Emerald Princess, then came uptown to shop at the Flat Iron Gallery, then to the Bean Runner for a late lunch. Another positive story about a young couple who just moved to Peekskill, who made their decision to live here after they attended the Marketplace on Esther Street earlier in the year.
- Subsequently met with the woman mentioned in the letter to the editor for her to give me her perspective on Peekskill after having been out of the country for six years. She said the vibrancy of the restaurant scene and the artists has diminished significantly.
- Met with Board Member Claxton about trash issues.
- The BID received videos from the city featuring business owners who appeared in the chamber/city breakfast video; starting with editing Eddie from Copy Center; re-purposing the raw video interviews into new social media reels to promote the good things about Peekskill businesses.
- First two trash/garbage PSAs have been produced and posted. Receiving good feedback and views are high. Combined as of today, 15,000 views.
- In visiting the flea market on Sunday, there were rumors flying around about the development of a competing flea market. There is no proof of that happening.
- Provided city with BID database so they can compare their business registry with ours.
- There is a new seafood vendor at farmers Market. Was the most asked for new vendor.
- Josh Anderson has completed business profiles on Nourish Hair Salon and K&P Lounge. They will be posted to our website and social media soon.
- Working with Economic Specialist Rudikoff on two businesses who might be looking to relocate or expand.
- Met with Remake/Retake; they want to do a holiday arts and crafts show in downtown at an inexpensive location. After exploring options, they are going to contact NECS to see if they can use their space. BID offered to help promote the show and perhaps host something outside on Esther Street in conjunction with the show.
- Meeting with incoming class of Sun River Nurse practitioners tomorrow at the chamber, along with Board Member Abrevaya. Exec. Dir. Powers will talk about the BID and Board member Abrevaya will talk about the artist community; it's part of their community

immersion process in getting to know the assets available in the area to better serve their patients.

- Facilitated meeting with Historic Hudson River Towns and Peekskill Parks Dept. for Music Across the Hudson event—this year at Riverfront Green and the boat operator there—NY Boat Company will have musicians on board with ticketed pricing, along with a free pre-boarding concert at dockside with a separate band, open to the public. Sponsored by HHRT so it does not cost the city anything. Last year, concert was held at Fleischmann's Pier in conjunction with RMS Cruises; HHRT wanted to give NY Boat Company some exposure for their Hudson River excursions this year, plus RMS had a previously scheduled special event.

Artist District Report – Board Member David Abrevaya

- Board Member Abrevaya was delayed in traffic, but submitted his report in writing, asking that it be included in the minutes:

- **PAA Holiday Boutique**
  This year, the Peekskill Arts Alliance will be holding its Holiday Boutique at the SUNY Westchester Center for Digital Arts on Division Street. As in previous years, they are planning to open right after the tree lighting. They have full approval from SUNY WCC Director Dr. Sherry Mayo, and planning is progressing smoothly.

- **Drink & Draw**
  Launched its Instagram page in March 2026 and currently have 170 followers, the majority of whom are attendees. August events were major successes, with each session drawing over 20 artists and filling the room.

- **Sun River Health – Nurse Practitioners Welcome**
  Exec. Dir. Powers already covered this in his report.

Education Report – David Abrevaya and Richard Rogers

- With the excused absences of Pres. Rogers and Board member Abrevaya, there was no education report. According to Exec. Dir. Powers, both attended a meet and greet with administrators from the Peekskill City School District. Exec. Dir. Powers asked them to find out if they plan to work with the Peekskill Police Dept. about ebike and escooter safety and responsibilities.

BID Member Public Comment –

- Scarlett Antonia is looking for more promotion of her events and activities.

Adjournment

- Motion by Councilman Fassett, seconded by Board Member Claxton to adjourn. All in favor, motion carried. Meeting adjourned at 7:10pm.