

**2012 Board of Directors Election
Tenant Candidate Position Statements**



Amy Harte: I am owner and Managing Director of 3&Co. Design Lab, a full service creative design studio with offices in NYC and downtown Peekskill. Our work can be seen in such retail environments as Bergdorf Goodman, Saks Fifth Avenue, and Barnes & Noble. I am running to fill a vacancy for a “tenant” position on the Peekskill BID Board of Directors. While I am encouraged by the growth and vitality that I see in the downtown, I think a lot of work must be done to enhance the commercial viability of downtown Peekskill. The BID could be a key, positive agent in moving revitalization forward if it were to commit to a clear, focused agenda.

As a Board Member, my goals would be to encourage the BID to:

- Advocate for city policies that would attract more working professionals to live in the downtown
- Invest in a cohesive long-term PR campaign to attract more businesses, consumers and residents to the downtown
- Improve the BID’s cornerstone events that already have good traction (Farmer’s Market, Jazz & Blues Festival)
- Require quantitative analysis and review of all events to assess outcomes and return on investment
- Take on fewer initiatives/events, but do them better/smarter/more cost effectively
- Break the cycle of last minute planning
- Launch a new website developed to a higher standard of design and functionality
- Require that all BID materials be cohesively branded and executed to a higher standard
- Execute BID events to a higher, professional standard —subcontract to professional event planners
- Ensure transparency in all activities, with year end report going to all BID members

Thank you in advance for your consideration.



Darby Melnik: Darby Melnik, owner of Energy Movement Center Inc. and Options in Fitness LLC, has been in Peekskill for 2 ½ years and is dedicated to improving the quality of life for the community. Through our Community Donation Yoga class on Friday evening we help support a local charity. In the future we will be offering more community fitness and nutrition classes that will be either free or offered at a nominal price. Our mission at EMC is to provide a community based wellness home for the development of body, mind, and spirit. Through integrated programs in nutrition, holistic health coaching including physical and emotional fitness, and artistic expression we hope to enhance the lives of individuals and families who would not otherwise be able to access these services.

“I respectfully request to be nominated for the BID Board of Directors because I am excited about the buzz in Peekskill and would love to be a part of the positive movement that is happening. I believe we need to reach out to the community together by reaching to each and every business providing them with all of the happenings here with contact information and deadline dates for sponsorship of events.”



John Sharp: Peekskill is a beautiful city with vast resources and opportunity for all. After filling a temporary position on the BID for the last few months I believe the BID can serve as a productive and powerful voice for the business and building owners of downtown Peekskill. We must strengthen what the BID has already started. One such initiative would be to expand the farmers market into the largest of its kind in the region. The BID by using funds to advertise Peekskill can help bring population to our city and in return help fill our downtown with viable businesses. Most importantly, we must bring the downtown together into a unified voice, creating a powerful tool to help direct where the city is going and what it will and can be. My name is John Sharp and I believe in Peekskill and I would love an opportunity to continue working with The BID.