

**Peekskill Business Improvement District Association
Minutes of the Meeting of the Board of Directors
November 1, 2011**

On the first day of November 1, 2011 at 6:00pm a meeting of the Board of Directors (the Board) of the Peekskill Business Improvement Association was held at City Hall.

There being a quorum present, the meeting was called to order at 6:10pm and presided over by Board President Phillips.

Present at the meeting were:

Board President Jeannette Phillips
Vice President Christine Bobolia
Treasurer Jaime Leon
Secretary John Sharp
City Comptroller Charlie Emberger
City Councilwoman Patricia Riley
Frank Cimino
Frank Catalina
Arne Paglia
Jason Angell

Absent from the meeting were:

City Manager Rick Finn

The business conducted at the November 1, 2011 Board meeting was as follows:

1. Introduction of new BID Executive Director: Board President Phillips introduced the BID's new Executive Director Angell. Mr. Angell introduced himself, gave a summary of his professional background, and stated that one of his highest priorities in the coming months would be to go door-to-door to meet as many BID members as possible, starting with individual meetings with BID Board members. Treasurer Sharp volunteered to forward BID Board member contact information to Mr. Angell, with Mr. Angell to schedule meetings.
2. Review and approval of October, 2011 Board meeting minutes: Board members reviewed the October, 2011 meeting minutes. Vice President Bobolia asked that a typo to her last name be corrected. Mr. Cimino questioned if he had been the one to ask about a BID lawyer; after discussion Mr. Cimino accepted the minutes.

Board President Phillips motioned to vote on approval of minutes:

Yea

Board President Jeannette Phillips
Vice President Christine Bobolia
Treasurer Jaime Leon
Secretary John Sharp
City Comptroller Charlie Emberger
Frank Cimino
Arne Paglia

Nea

Frank Catalina
City Councilwoman Patricia Riley

3. Review of BID Budgetsheets: City Comptroller Emberger distributed and discussed the October, 2011 BID budgetsheets. His presentation focused on the following key points:
 - There is \$20,090 left in unspent 2011 revenues; it has not been transferred to fund balance of 2012 because it is unclear what the expenses of the Winter Holiday campaign will be. Total BID revenues at this point in time are approximately \$135,000.
 - After questions from board members, it was clarified that the total BID fund balance after including all previous year fund balances is approximately \$60,000.

Vice President Bobolia states that the line-item for BID staff is misleading because the Board had agreed to revise it. It was noted that the Flea Market and Farmer's Market contracted positions were included in personnel. Vice President Bobolia questioned if these positions were being retained; the issue was not resolved by the board.

4. BID 2012 Budget: City Comptroller Emberger distributed the draft BID 2012 Budget. Mr. Cimino asked if there were any changes to the budget from board members? The question was raised if some portion of the BID fund balance should be returned to BID members as a "one time" tax abatement. A discussion on the proposed abatement ensued, with Board President Phillips opening the table to comments.

Mr. Leon expressed he did not agree with an abatement because it would be such a small return to individual business owners but challenged other members to think of better ways to use the balance to help businesses in Peekskill.

Mr. Catalina proposed that half of the fund balance be returned to taxpayers.

Councilwoman Riley acknowledged that the fund balance was sizable, an abatement has never been done, and that it might be a good idea to give back a portion of the balance. Mr. Sharp expressed disagreement with returning the balance, stating that Peekskill could benefit from the work of the BID if we operate effectively.

City Comptroller Emberger acknowledged that the fund balance is sizable, but all of the festivals, ideas for better lighting, signage, and cleaner streets would be a significant cost if the BID was run effectively; remained open to the possibility of giving a small portion back.

Mr. Cimino acknowledged that it is a large fund balance and thought that a give back of some portion of the balance would be good for members. He noted that the BID renewal was up in two years and we need to give BID members a say in if it should be renewed, but also noted his belief that the BID can still be effective and there's still a great deal of need for work. Concluded with the thought that we could return \$10,000 as a tax abatement.

Vice President Bobolia expressed disagreement with decreasing the 2012 BID budget because there is still a lot of work to do with the downtown, noting that once given back as a one time tax abatement it would be difficult to add back again and that we should use the balance effectively until the BID is up for renewal.

Mr. Catalina stated that it is unhealthy to carry such a big fund balance year after year and that the BID's job should not be to fix sidewalks and curbs because that should be the responsibility of businesses themselves. Mr. Catalina proposed returning \$40,000 of the fund balance as an abatement.

Board President Phillips expressed her opinion that the fund balance should remain because we are building a better functioning BID and will use money effectively going forward. Noted that if in time the fund balance remains in excess and its determined its not needed, we could revisit the issue of returning the balance then. Board President Phillips expressed belief that we should strengthen communication with BID members and have the opportunity with new staff to ask what more we can do to help downtown Peekskill. Concluded that the fund balance should remain for 2012.

At this point, Executive Director Angell asked for clarification if the 2012 budget had to be passed tonight, given the significance of the decision and it seemed unclear if enough time had been allowed to discuss the decision fully. Board members stated that it had to be approved in November.

Mr. Paglia motioned to change the 2012 BID Budget to reflect a \$10,000 to \$15,000 tax abatement to BID businesses. Mr. Catalina noted that there was still a motion on the table to approve the 2012 BID Budget. Treasurer Sharp removed motion to approve proposed 2012 BID budget. Vice President Bobolia noted that the tax abatement would

not come out of the fund balance, unless mailed directly to businesses. Board members agreed that mailing individual checks would not be possible and acknowledged that the tax abatement would result in lowering the total tax levy for 2012 and beyond.

Motion to reduce the tax levy to \$90,000 with 2012 BID Budget approved:

Yea

Board President Jeannette Phillips
Treasurer Jaime Leon
Secretary John Sharp
City Comptroller Charlie Emberger
City Councilwoman Patricia Riley
Frank Cimino
Frank Catalina
Arne Paglia

Abstain

Vice President Christine Bobolia

Mr. Catalina motioned to reduce 2012 BID tax levy to \$80,000:

Yeas

Frank Catalina
Arne Paglia

Neas

Board President Jeannette Phillips
Vice President Christine Bobolia
Treasurer Jaime Leon
Secretary John Sharp
City Comptroller Charlie Emberger
City Councilwoman Patricia Riley
Frank Cimino

5. BID Board Vacancies: Board President Phillips stated that BID Board member Pernice had resigned from the BID Board for personal reasons, which opened up a Board vacancy which needs to be considered, noting that Gianell Alexander of Nellie's café was interested. Vice President Bobolia stated that her daughter was interested and that the bylaws state that BID board members appoint positions vacated before term completion.

No decision was reached; it was decided that BID board members should come up with recommendations for appointments if they have any for the following meeting.

6. BID Website: It was related that the ownership and access to the BID website had been turned over to the BID by former board member Pernice. The board discussed the question of a web-site redesign and developing a Request for Proposals (RFP) for that undertaking; Mr. Paglia had no news on the RFP to report. It was noted that we are discussing a web-maintenance contract with Paul Magiliari for basic website upkeep tasks at the same rate Mr. Pernice received (\$300 per month). It was decided that the Board must discuss what we want the website to do and look like before developing an RFP.
7. BID Winter Holiday Campaign: The table was opened for ideas on the BID holiday plan this year and member ideas included: work with City Recreation Department on Downtown Tree-lighting; "best dressed storefront contest" with award; holiday street lighting; utilize the Peekskill Trolley for tours of downtown and extended areas; holiday promotions with BID stores involving a button to access discounts; select a night to organize events around and promote, and a Peekskill Pub Crawl.

Mr. Cimino reported that the City had agreed to install BID reefs and that the City would share the costs of lighting lamp poles at half cost up to \$6000. Mr. Cimino also related that Leslie Masson, owner of the Peekskill Trolley, would require \$75 per hour for use of the trolley.

Mr. Cimino motioned to light 15 street poles this year at a cost of \$4,500: 7 yeas/ 1 abstain.

Motion to approve a \$10,000 total budget for the BID's holiday plans:

Yeas

Board President Jeannette Phillips
Vice President Christine Bobolia
Treasurer Jaime Leon
Secretary John Sharp
City Comptroller Charlie Emberger
City Councilwoman Patricia Riley
Frank Cimino
Frank Catalina

Abstain

Arne Paglia

8. New BID Office: The BID board opened discussion about the need for a new office that was more publicly visible (than the current location on the second floor) and is accessible to all BID members. Ideas discussed were: Mr. Cimino suggested the office space next to Ciro's on South for \$1,200 per month, acknowledging his ownership of the space; a 1,500 sq. ft. location on Mian St. next to the Chinese restaurant for \$700 per month; and Mr. Catalina's available space on 1013 Brown St. It was decided to table the decision until the new Executive Director had the chance to review all options.
9. BID Attorney: The Board discussed new BID counsel.

Motion to approve John Hersh as BID counsel, at the rate of \$300 per hour:

It was requested that John Hersh be asked to attend the next BID Board meeting, which Mr. Catalina promised to relate to Mr. Hersh.

Yeas

Board President Jeannette Phillips
Vice President Christine Bobolia
Treasurer Jaime Leon
Secretary John Sharp
City Comptroller Charlie Emberger
City Councilwoman Patricia Riley
Frank Cimino
Arne Paglia

Abstain

Frank Catalina

At this point, Mr. Catalina had to depart for another meeting.

10. BID Membership list update: Board President Phillips related that the BID would receive a list of BID members in tax arrears by November 15th, which would allow the BID to generate a list of BID property owners eligible to vote in upcoming elections. Mr. Paglia questioned if the by-laws were legal under New York State law; it was related that the City Attorney had approved the Board by-laws. It was decided that we should try to have a list of Class A eligible BID members by the next board meeting.
11. BID 5 Year Plan: Motion to table the BID 5 Year Plan to the following meeting:

Yeas

Board President Jeannette Phillips
Vice President Christine Bobolia
Treasurer Jaime Leon
Secretary John Sharp
City Comptroller Charlie Emberger
City Councilwoman Patricia Riley
Frank Cimino
Arne Paglia

Motion to adjourn the meeting:

Yeas

Board President Jeannette Phillips
Vice President Christine Bobolia
Treasurer Jaime Leon
Secretary John Sharp
City Comptroller Charlie Emberger
City Councilwoman Patricia Riley
Frank Cimino
Arne Paglia

Submitted by,

Jason Angell
Executive Director, BID
December 5, 2011