



**BID Board Meeting Minutes  
June 5th, 2012**

Call to order: 6:10pm

Present: Ken Laudon, Amy Harte, Charlie Emberger, Brian Havranek, Jeannette Phillips, John Sharp, Jaime Leon, Frank Catalina (arrived late), Andrew Torres (arrived late), Jason Angell

1. Review of June 5<sup>th</sup> BID Board Meeting Minutes

A motion was made to approve the June 5<sup>th</sup> Meeting Minutes:

<u>Yes</u>	<u>NO</u>	<u>Abstain</u>
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John Sharp  
Brian Havranek  
Amy Harte  
Ken Laudon  
Jeannette Phillips  
Charlie Emberger  
Jaime Leon

**Approved**

2. BID Community Support Funding – Embark Peekskill Presentation
  - a) Katie Schmidt Feder (Executive Director) and Sol Miranda (Outreach Director) presented their proposal for BID funding for Embark's 2<sup>nd</sup> Annual Performing & Literary Arts Festival on October 5-7, 2012.
  - b) The level of support requested was \$2,000, to be used for marketing and promotional efforts. The total project budget is \$8,000.
  - c) When asked how this effort is different from the Open Studios Project of the Peekskill Art's Alliance, Embark stated that there is a specific need to build a platform specifically for performing arts in Peekskill.
  - d) The festival will be supported by income from ticket prices and they will work with a professional management company to make it a professional event.



Brian Havranek  
Amy Harte  
Ken Laudon  
Jeannette Phillips  
Charlie Emberger  
Jaime Leon  
Andrew Torres

**Approved**

5. BID Marketing Committee Report

- a) Amy Harte gave a report on the BID website redevelopment and distributed “mock-ups” of the new website for Board review. Ms. Harte discussed the marketing potential of the website for downtown, the fact that we are creating a downtown Peekskill brand, and reviewed the specific functionality of the website. General board reaction was great excitement at the potential of the new website.
- b) John Sharp noted that this website should serve as a platform for a larger marketing campaign and suggested that the BID fund balance should be largely used to support a wide campaign.
- c) Brian Havranek noted that the City is in the process of releasing a \$40,000 RFP for a city marketing/public relations consultant and stressed that the BID should be in sync with those efforts.
- d) Andrew Torres suggested that Amy Harte be on a committee that would review the marketing efforts of the City.

6. BID Board Discussion of Italian Festival

- a) Jason Angell noted that Frank Cimino had followed up his proposal with a fee schedule for vendors at the Italian Festival. Non-BID vendors would be charged \$200 per day for a 10’ x 10’ space and \$300 a day for a 20’ X 20’ space.
- b) Following the BID Boards request for a discount for BID members interested in vending, Mr. Cimino offered to provide BID members with a 30% vendor discount.
- c) Following the BID Boards request for BID members interested in vending to be given a “first refusal” opportunity at vending to reduce unwanted competition between local businesses and outside vendors, Mr. Cimino offered to give all BID members the opportunity to apply for open vending places up until June 30, 2012.
- d) The BID Board discussed if a 30% BID member discount was adequate. Andrew Torres expressed the opinion that it should be higher. After Board discussion, the consensus of other members was that it’s a good place to start this year.



Brian Havranek  
Amy Harte  
Ken Laudon  
Jeannette Phillips  
Charlie Emberger  
Jaime Leon  
Frank Catalina  
Andrew Torres

**Approved**

Motion was made to adjourn meeting:

**Unanimous**

Meeting adjourned at 8:25 pm