

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

Board of Directors Meeting

Zoom

Thursday, January 20, 2022 – 8:30 AM

Present:, Sarah Caciola, Dan Frament, Kate Manley (by proxy), Chris Nolin, Seamus Donnelly

Staff: Geoff Brault

Via Zoom: Kerry Fagan, Kim Fredericks, Dave Gardell, Matt Callahan, Patrick Madden, Marie Gavazzi, Jeff Mirel, Dylan Turek

Absent: Dan Yamin, Genika Blandshaw, Vito Ciccarelli, Jamie Magur

MINUTES

· Call to Order at 8:37am

Matt Callahan

Board Changes

Matt Callahan

- Welcome to Mayor Madden
- Best Wishes to Chris Nolin who moves to the position of Deputy Mayor for the City of Troy
- Welcome to Matt Jensen who will be here representing the Chamber as a proxy for Kate while she is on maternity leave

New Communications Coordinator Vicki Robert

Geoff Brault

- Welcome to Vicki who is the new Communications Coordinator for the BID. Her official start date is Tuesday, January 25, 2022.

Secretary's Report

Matt Callahan/Sarah Caciola

- Approval of December Minutes
 - Board reviewed December minutes; motion to approve made first by Dan Frament and seconded by Kim Fredericks; all others approved by verbal “aye”; none opposed.

Treasurer's Report

Matt Callahan

- December 2021/Year End Report
 - The BID ended year 2021 in a positive position. Total assets were \$300,000; special projects accounts remained untouched.
- 2021 Financial Review vs. Audit
 - Budget vs Actual Spending showed the BID ended the year with net \$31,918, not including PPP funds
 - Received contributions from the Foundation in December as well as a rent reimbursement from the community development block grant, resulting in a profit of \$11,488 for December. Ended the year with \$8,000 in profit. Geoff feels it is an “extremely strong balance sheet” to enter year 2022.

President's Report

Matt Callahan

- Approval of New Board Members

- New Board Member bios provided to board members for review and discussion.
 - Motion to approve new board member Angelo Grasso made first by Chris Nolin and seconded by Dan Frament; all others approved by verbal aye; none opposed.
- Motion to approve new board member James Kehoe made first by Marie Gavazzi and seconded by Kim Fredericks; all others approved by verbal aye; none opposed.
- Motion to approve new board member Samantha Toews made first by Dan Frament and seconded by Chris Nolin; all others approved by verbal aye; none opposed.
- At elections in May the Board will have 4 seats up for re-election: Matt Callahan (Class A) will seek re-election; Dave Gardell (Class A) will likely seek re-election; Jamie Magur's seat (Class A) will need to be filled; and Dan Yamin's seat (Class B) will need to be filled. Matt reports that people have already expressed interest in filling the vacant seats.

Executive Director's Report

Geoff Brault

- BID Staffing Update
 - Vicki Robert has been hired as the new Communications Coordinator; start date is Tuesday, January 25, 2022
 - Director of Events & Partnerships position to be filled next; will allow the BID to go after large scale events and to work with partners within the community throughout the year.
- 2022 Large Event Planning
 - Background work on Rockin' on the River and Troy RiverFest has started to determine what these events might look like.
- Troy Night Out 2022
 - TNO returns Friday January 28; No Fun will have live music, 3 different art galleries will be open, the event will offer many one-night only events alongside long-time favorites. Geoff mentions that he wants to add a "special touch" to each Troy Night Out to create a unique experience for people who come to Troy (aside from January and February when attendance is affected by the weather.)
- Outdoor Summer Entertainment Grant Program
 - This program came to the city last summer through funding by HBO and provides micro-grants to businesses who provide outdoor entertainment in the summer. It is deemed a "simple, yet valuable program" and the BID would like to be able to keep the program afloat after HBO. Micro-grants would be open to anyone with a permit (e.g., 1-day event or outdoor seating) to add flair to their event. Encourages people to get creative and come up with ideas for entertainment for which to use the grant funds. Suggestion made to look to NYS for additional funding opportunities with this initiative. Additionally, grant writing experience by Geoff and Vicki may be of assistance.
 - Mention made of Pride events being planned for June to support diversity; BID involvement is encouraged; suggestion made to have a Pride theme at June's Troy Night Out. Geoff mentions the BID would like to be a better partner to other events going on in Troy.
 - New businesses opening include No Fun and Pint Sized on River Street, 518 Donuts coming soon to the News apartments, and Hills Hairstyles on Broadway.

Committee Reports

- Outreach Committee
 - Several people have been identified as potential ambassadors; represents a diverse group of people from all corners of the city. Committee could use more recommendations. Areas of the City where the committee is still seeking representations include mid-4th Street, 4th & River Street, and 5th & Broadway. Committee is seeking additional board member participation as well.

Sarah Caciola

- Beautification Committee

Geoff Brault

- Geoff to schedule a meeting soon. Plans to complete the downtown “tree walk” once the weather tempers; will be using an existing map with changes.
- Suggestion made for a garden contest for people and businesses to decorate the tree pits in front of their home or business. Board agreed and decided to announce details around Earth Day or Arbor Day in April; possibly to be coordinated with the Hidden Garden Tour (Prospect Park) and Troy in Bloom in June. Suggestion made to call it “Rainbows of Troy” to kick-off Pride month.

New Business

- Question raised as to the BID’s involvement in the promotion of the upcoming premier of The Guilded Age. Geoff confirms that announcements on social media are actively going out; trailers are being shared through local media, and photos from its filming last summer are being posted online. The premier is set for Monday, January 24, 2022, at 9pm on HBO.
 - Concerns raised regarding panhandling in the city and the increased aggression by those individuals. Mayor Madden reports that the city has put more patrols through downtown; reminds us that he can’t prohibit panhandling and asks that people please report instances of panhandling to the Troy Police Department or to the mayor’s office directly so they can follow up and remain informed; requests information regarding when it occurs, where it occurs, and by whom. Reminds us that individuals in need can be referred to Unity House and TRIP.
- Motion to adjourn made first by Dan Frament and seconded by Marie Gavazzi.

Meeting Adjourned: 9:55am
BID Board Minutes 1/20/2022