

**DOWNTOWN BUSINESS IMPROVEMENT DISTRICT**

**Board of Directors Meeting**

**Zoom**

**Thursday, December 16, 2021 – 8:30 AM**

**Present:** Matt Callahan, Sarah Caciola, Marie Gavazzi, Monica Kurzejeski, Genika Blandshaw, Dylan Turek, Dan Frament, Kate Manley, Vito Ciccarelli

**Staff:** Geoff Brault

**Via Zoom:** Kerry Fagan, Chris Nolin, Kim Fredericks, Dave Gardell, Matt Antolowitz of Dalle Accounting

**Absent:** Jeff Mirel, Seamus Donnelly, Dan Yamin,

**MINUTES**

· Call to Order at 8:39am

**Matt Callahan**

**Secretary's Report**

**Sarah Caciola**

- Approval of October and November minutes; motion to approve made first by Marie Gavazzi and second by Genika Blandshaw; all others approved by verbal aye; none opposed.

**President's Report**

**Matt Callahan**

- This will be Monica's last meeting; board is sad to see you leave; a gift was provided to Monica to thank her for her many years of service to the BID. Mayor Madden to replace Monica at the Board of Directors meeting in January.

**Treasurer's Report**

**Dave Gardell/Matt Callahan**

- Board reviewed Balance Sheet as of November 30, 2021; Pioneer Bank checking account has \$145,191.85; Barker Park account has \$708.68; KeyBank Savings Account has \$102,358.60; KeyBank checking account has \$50,681.00; checking & savings account totals = \$298,970.13.
- Board review of the November 2021 Profit & Loss Statement found that activity in November rendered a gross profit of \$4,993.96 with expenses of \$17,923.69 resulting in a net loss of \$12,928.89; likely due to less income through the end of 2021. Matt reports that the \$33,000 in net income shown on the P&L Previous Year Comparison reflects the PPP profit.

**Executive Director's Report**

**Geoff Brault**

**Staffing Update**

- Joyce has submitted her resignation and her last day will be 12/23 or 12/24. She will be moving to Queens after four and a half years of service with the BID. There will not be a large gathering due to Covid, but invites people to stop by the BID office to say goodbye to her.
- Trevor will be out for a few weeks due to health issues; expected to be back after the new year.

## **Preliminary Holiday Campaign Results**

- Website traffic is up; paid email campaigns came in good, with an open rate over 20%; click-through rate was good as well. CDTA trolley will be at Broadway & 3<sup>rd</sup> this weekend.
- Happy holidays and happy new year to everyone!

## **2022 Budget**

**Matt Callahan/Geoff Brault**

- Everyone had a chance to review the budget. Flexibility is the key to this budget due to Geoff's early status in the position; flexibility due to Covid is necessary as well.
  - Goals
    - Build sustainability, increase capacity to beautify downtown, host right events to showcase downtown Troy, and undertake projects supporting Troy 365 days a year.
    - Projected income of \$411,000 less expenses of \$397,300 results in an expected *surplus* of \$13,700.
  - Income
    - Tax appropriation of \$165,000 comprises 40% of the proposed budget; foundational support (eg. City of Troy) expected income is \$90,000 (Note: thank you to Monica, Chris, and Dylan for their receptiveness to the foundational support.)
    - Potential event calendar may include Troy Night Out, CocktailFest, ChowderFest, CoffeeFest, Restaurant and Craft Beer Week, Small Business Saturday, Outdoor Movie Series, Fundraising Gala & Annual Meeting.
  - Expenses
    - Staffing - \$250,000 estimated staffing expense represents salaries from the 2020 proposed budget plus the executive director increase and inflation adjustments. Geoff feels the administration is "right-sized at 3" to include an executive director, director of events and development, and a communications coordinator.
    - Other expenses include \$15,375 for beautification and \$131,925 in operational spending.
    - Project grid drafted and presented to the board outlines "events to continue"; "New"; "Restart" and "Grant Projects"
- Dave Gardell of the Finance Committee reports that the budget is "simplified, transparent, and straightforward." Finance Committee came to a consensus and is in agreement with the budget.
- Motion to approve the budget made first by Marie Gavazzi and second by Genika Blandshaw; all others approved by verbal "aye", and none were opposed.

## **Standing Committee Reports**

- Executive Committee **Matt Callahan**
  - Concerns regarding board engagement and committee participation have been raised, to be discussed with the board in the future
- Governance Committee **Matt Callahan**
  - Committee is actively seeking candidates for new board members; good conversations are being had with potential candidates and follow up calls are being made. Committee will meet again in early January.
- Outreach Committee **Sarah Caciola**
  - Will meet again in January

- Beautification Committee

**Geoff Brault/Marie Gavazzi**

- Committee has met twice. Discussed how to disburse the \$20,000 in the “Raise. Plant. Grow” initiative. Committee does not want to duplicate what’s already being done by the City. Arborist will conduct a tree-walk downtown to identify trees that need attention; will use funds to support that initiative.
- Concerns raised about crows in the area. City has crow disbursement equipment; must be a concerted effort with neighboring cities and communities. Crows roost along the river and disbursing them from our city neighborhoods merely moves them to a neighboring city or neighborhood; study found that it is unpredictable where they’ll go once disbursed. Crows are damaging and will destroy vehicles and paint. The problem should be addressed in the fall when they begin to roost.
- Graffiti – City is working with a company from Brunswick to go through the city to help remove unwanted graffiti. Troy PD is working to identify those responsible for the graffiti.
- Barker Park – has special details to help modify behaviors; seems to be working.

Meeting Adjourned: 9:54am  
BID Board Minutes 12/16/2021