

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

**Board of Directors Meeting
Rensselaer County Regional Chamber of Commerce
90 4th Street, Troy, New York
Thursday, March 17, 2022 – 8:30 AM**

Present:, Matt Callahan, Sarah Caciola, Mayor Patrick Madden, Seamus Donnelly, Dan Frament, Kate Manley (by proxy), Jamie Magur, Dylan Turek, Marie Gavazzi, Sam Toews, James Kehoe

Via Zoom: Jeff Mirel, Angelo Grasso

Staff: Geoff Brault, Olivia Clemente

Absent: Kerry Fagan, Genika Blandshaw, Vito Ciccarelli, Dan Yamin, Kim Fredericks, Dave Gardell

MINUTES

· Call to Order at 8:35am

Matt Callahan

• Introduction to Olivia Clemente

Geoff Brault

○ Olivia joins the BID as its Director of Events & Partnerships. Welcome Olivia!

• Secretary's Report

Sarah Caciola

○ Approval of February Minutes – Motion to approve made first by Dan Frament, seconded by Marie Gavazzi; all others approved by verbal aye, none opposed.

• Treasurer's Report

Geoff Brault

○ February 2022 Financial Update - \$5,000 contribution received from the Troy Redevelopment Foundation; \$36,400 received for the Employee Retention Tax Credit (gets applied to the 2021 ledger but was deposited into the bank account in 2022) and an \$86,000 tax assessment; total income for February is \$128,000. Expenses paid in the month included the Constant Contact renewal, accountant's fees, payroll, rent, and telephone contract charges; resulted in a positive net income of \$111,756. Currently, there is \$232,000 in the Pioneer Bank account, and \$385,785 in combined checking and savings accounts.

• President's Report

Matt Callahan

○ 2022 Board Status & May Elections – April 4th is the deadline to finalize the ballots for elections; 3 seats are up for renewal: 1 Class A seat and 2 Class B seats. Governance Committee will reconvene, with plans to rework the committee lists. Class C letters confirming those appointments will go out soon.

• Executive Director's Report

Geoff Brault

○ BID Foundation Update – Jody Brooks is stepping down as chair of the Foundation board; Geoff and Jody are working on finding her replacement. There are open seats on the board, which is less restrictive than the BID board and is open to anyone interested. Please contact Geoff with any referrals.

○ BID Census and Annual Meeting

▪ Annual Meeting is scheduled to take place on Thursday, May 5, 2022, likely at the Arts Center (to be confirmed.)

▪ Annual Census is underway with the help of volunteers. The census is used for creating the BID's mailing list, more specifically to mail out ballots for upcoming elections, as well as for the

creation of walking guides and district maps used, and posted, throughout the city.

- Rockin' on the River Partnership – A partnership has been formed between representatives of the BID, River Street Market, Brown's Brewing, and Ryan's Wake, to bring back an outdoor concert series. Will likely be shorter in duration than the previous 10-week Rockin' on the River series and will take place behind Browns Brewing and Ryan's Wake venues. Permit information is TBD and the City will be notified as plans move forward.
- Project Updates
 - Graffiti Remediation – A meeting was held recently to discuss the ongoing problem of graffiti in the City; determined there may be funds available from the City to help with cleaning but ultimately the property owners are responsible for the remediation of graffiti from their properties. Ideas discussed at the meeting included recruiting volunteers to help with cleaning when needed, establishing a group fund, or a revolving loan fund, to help pay for cleaning and removal, along with recruiting high school art students to help. Tips for prevention of future problems included utilizing existing cameras to try to catch those responsible and reporting of any leads or information to the Troy PD. The Troy Community Officer can be reached at (518) 270-4689.
 - Outdoor Dining and Entertainment – Outdoor dining is expected to continue in similar format as previous years with details to be finalized in the near future; expected to be supported with an outdoor entertainment program as well. Emphasis to be placed on using funds to support local artists and preventing situations around competing musical acts and events. Wheelchair accessibility will be addressed. Outdoor liquor sales are expected to be extended; a recommendation was made to contact your local legislature to request same.
 - Downtown Ambassador Partnership – Local leaders from Troy Savings Bank Music Hall, Unity House, and the BID will be meeting to establish a core of downtown Troy Ambassadors to be utilized on high traffic days, such as Troy Night Out and the Farmer's Market. Workforce Development Funds may be used to hire part time employees between the ages of 18-24 who live in Rensselaer County who are looking to gain employment experience. They are considering a minimum of 4 ambassadors and 1 senior ambassador to work in pairs throughout downtown Troy, possibly between Memorial Day and Labor Day. Additional hours could be spent assisting with street beautification efforts throughout the City during that time.
 - Downtown Tree Canopy – A downtown tree walk is taking place this Friday to identify trees and tree pits in need of care. Funds from the BID's "Raise. Plant. Grow." initiative will be used for planting trees, trimming trees, and tree pit beautification throughout areas of the downtown. Suggestion was made to contact the City's urban planning department for a list of recommended trees to plant in the city.
- Committee Reports
 - Governance Committee – will convene in the near future to discuss 2022 board status and upcoming elections.
 - Outreach Committee – has rescheduled the introductory meeting originally planned for Monday, March 21st; looking to drum up more interest.
 - Beautification Committee
 - Next meeting is scheduled for Monday, March 28th at 5:30pm

- Reminder regarding the name of the committee; it's actually the Public Safety and Beautification Committee; committee work includes issues around public safety as well as beautification efforts.
 - Neighborhood Improvement Program application deadline is April 8th. Program provides funding to assist Troy residents in making Troy a better place to live, work, and play. Applications can be found on the City's website under the City Council page. BID will provide information on the program through its social media channels as well.
- New Business
 - Update provided by Mayor Madden and Dylan Turek on the progress of the DRI and AARPA programs. DRI Applications are due by April 1st. Additional information can be found at TroyDRI.com and TroyNow.org.
 - Motion to Adjourn - made first by Seamus Donnelly and seconded by Marie Gavazzi. Meeting adjourned at 9:39am.

Meeting Adjourned: 9:39am
BID Board Minutes 3/17/2022