

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

**Board of Directors Meeting
Rensselaer County Regional Chamber of Commerce
90 4th Street, Troy, New York
Thursday, April 21, 2022 – 8:30 AM**

Present: Matt Callahan, Mayor Patrick Madden, Dan Frament, Dylan Turek, Marie Gavazzi, Sam Toews, James Kehoe, Jeff Mirel, Angelo Grasso, Dave Gardell, Kerry Fagan

Via Zoom: Kate Manley

Staff: Geoff Brault, Olivia Clemente

Absent: Genika Blandshaw, Vito Ciccarelli, Dan Yamin, Kim Fredericks, Sarah Caciola, Seamus Donnelly, Jamie Magur

MINUTES

· Call to Order at 8:36am

Matt Callahan

• Secretary's Report

Sarah Caciola

- Approval of March Minutes – Motion to approve made first by Dan Frament, seconded by Kerry Fagan; all others approved by verbal aye, none opposed.

• Treasurer's Report

Geoff Brault

- March 2022 Financial Update – BID received \$7,520.82 in tax assessment income, bringing the total to \$94,192.82 in 2022. March expenses totaled \$25,785.38. Staffing expenses were 33 percent higher in March because the April 1 payroll processed on March 31, landing a third payroll on the March ledger. Additional expenses included annual renewal of BID database software (\$1,786.20) and Adobe Creative Cloud software license (\$960.90). General operating balance is \$214,915.44. Reserve fund unchanged at \$102,362.00. Special projects fund unchanged at \$50,681.00.

• President's Report

Matt Callahan

- 2022 Annual Meeting will be held on Thursday, May 12 at River Street Market (433 River Street) in downtown Troy. Three Class A candidates are on the ballot for 3 Class A seats – Astri Bryce, Matt Callahan, and Dave Gardell. Three Class B candidates are on the ballot for 2 Class B seats – Sam Clifford, Jamie Magur, and Theresa Van Duyne. Matt Callahan and Geoff Brault will deliver remarks at the annual meeting, Mayor Madden and Chief of Police Dan DeWolfe have been invited to speak as well.
- Call was made for more participation in the governance committee. Any interested board members are asked to contact Matt Callahan.
- Board members were reminded on the body's attendance and conflict of interest policy, as well as their responsibilities as a board member. Formal information will be provided at the May meeting with the new directors in place.

• Executive Director's Report

Geoff Brault

- BID submitted as the lead sponsor a proposal to create a \$600,000 revolving loan fund for publicly facing façade improvements as part of the Downtown Revitalization Initiative. The BID would be responsible for collecting and reviewing loan project applications. The Community Loan Fund of the Capital Region would handle all underwriting and financial administration. While the BID proposed making loan funds available to anyone in the BID District OR DRI boundary, the DRI planning committee indicated

including the DRI boundary may be impossible. BID representatives on the DRI committee will continue to seek solutions to include all areas of the BID in the proposal. The board discussed being open to the possibility of continuing to sponsor the program even if it excluded parts of the district.

- ARPA funding proposals are due to the City of Troy on May 6. The board discussed the BID sponsoring proposals including funds for downtown beautification projects, additional marketing and identity projects for the downtown, and better physical infrastructure (garbage cans, sign kiosks, etc.). Directors were reminded that proposals can be submitted by anyone at troynow.org.
- BID staff recently convened a meeting with downtown retail business owners to discuss concerns and brainstorm how to best support this business category. BID is being responsive by creating additional signage and banners, especially for use during the upcoming outdoor farmer's market. Previously dormant physical collateral (walking guides, district maps, window flyers, etc.) are being updated for 2022 after not having been produced since prior to the pandemic.
- The BID is again partnering with the farmer's market to host Troy Maker's Market. Makers will be placed in the newly rehabilitated section of Franklin Alley between River Street and Broadway. The BID is responsible for identifying and curating Makers that are handmaking products that are noncompetitive with brick-and-mortar shops downtown and is working with several local makers to ensure that goal is met. Farmers market staff will handle the day-of coordination of makers at the market.

- Events Report

Olivia Clemente

- The BID has begun initial planning for an evening cocktail party fundraiser in Riverfront Park on Friday, June 17. Proceeds will support the newly created Troy 365 Fund which will raise dollars to undertake beautification and improvement projects downtown. Sam Toews is assisting with event design. Jeff Mirel suggested recognizing community members and/or businesses.
- Additional events returning to the calendar in 2022 include River Street Festival, Fitness in the Park, and Chowderfest as well as several new events to take place in Fall 2022 and Winter 2022.

- Committee Reports

- Governance Committee – seeking new members.
- Beautification Committee
 - Next meeting is scheduled for Monday, April 25 at 5:30pm

- New Business

- Mayor Madden provided an update on the proposed changes to the Congress Street Bridge, mentioning state dollars are available for the reconfiguration into two-way traffic and remove the current ramp setup, but not sufficient funds for the entire proposed project including a bike/walking path.
- Downtown restaurants will again be able to permit the use of their parking spaces for outdoor dining. The City is creating an updated permit and will post it online.
- Mayor Madden mentioned the City Planning Board approved the demolition of the Uncle Sam Garage and that work to remove the structure is imminent. The City is requiring that any improvements to the lot be thoughtful and appropriate and made to the standards of the rest of the downtown.
- Outgoing board member Dan Frament was thanked for seven years of service to the Downtown Troy Business Improvement District.

- Motion to Adjourn - made first by Dan Frament and seconded by James Kehoe. Meeting adjourned at 9:52am.