

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

**Board of Directors Meeting
Rensselaer County Regional Chamber of Commerce
90 4th Street, Troy, New York
Thursday, May 19, 2022 – 8:30 AM**

Present: Dave Gardell, Sarah Caciola, Mayor Patrick Madden, Kate Manley, Jamie Magur, Angelo Grasso, James Kehoe, Astri Bryce, Theresa Van Duyne, Vito Ciccarelli

Via Zoom: Matt Callahan, Jeff Mirel, Marie Gavazzi, Kerry Fagan, Genika Blandshaw, Kim Fredericks

Staff: Geoff Brault, Olivia Clemente

Absent: Seamus Donnelly, Dylan Turek, Sam Toews,

MINUTES

· Call to Order at 8:38am

Geoff Brault

• Secretary's Report

Sarah Caciola

- Approval of April Minutes – Motion to approve made first by James and seconded by Vito, all others approved with verbal “aye.”

• President's Report

Geoff Brault/Matt Callahan

- Welcome New Board Members – Introductions to new board members: Astri Bryce and Theresa Van Duyne.
- Board Member Expectations – Executive Committee will remind board members of their expectations and responsibilities. Board Members will be asked to sign acknowledgements at the next board meeting.
- Board Committee Assignments - Everyone will be asked to serve on one committee: governance, finance, or audit. Executive Committee will put together a roster for each committee.

• Treasurer's Report

Geoff Brault/Dave Gardell

- April 2022 Financial Update – Profit & Loss Statement for April of 2022 shows net income is down \$23,015.37; no income received in April; tax assessment came in early May and will appear on May's ledger; PayPal income of \$1,300 for vendors fees at the Maker's Market will show next month as well. Year-to-Date Profit & Loss statement reviewed, and discussion held regarding the tax assessment. Expenses of \$23,000 include onboarding expenses for Olivia, chamber membership fees, and audit fees paid to Dalle Accounting. Total assets are \$365,000 and there is still \$708 in the Parker Park account.

• Executive Director's Report

Geoff Brault

- Bobcat Repairs – the BID's Bobcat needs a new transmission; estimate for repair cost is \$5,800. Board discussion regarding alternative solutions included contacting Casale Rental, Satch Sales in Menands, and Club Car dealer. Suggestion was made to lease a new vehicle; another suggestion made to consider purchasing an electric vehicle. Timeline discussed revolves around the delivery of our hanging baskets, set to occur in 2-3 weeks' time. Ultimate decision was made to consider other options before paying \$5,800 to repair the current transmission.
- ARPA Funding Proposals Submitted - Geoff announced we have submitted 4 funding proposals to ARPA: 2 – Microgrant funds for outdoor events and window decorations; 1 – downtown branding and marketing; and 1- collaboration with the Arts Center for pop-ups in Franklin Alley.
- DRI meeting and discussion regarding façade grant improvement funds; Steve and Dylan to help administer part of the program. This will likely become a one-time grant fund and not a revolving loan fund; public comment forum on Monday at 6pm is open to the public.
- Fundraising/Sponsorship Update – Geoff reports there is \$35,000 in fundraising asks that have been sent out;

currently speaking with representatives from CDTA, Pioneer Bank, Hudson Valley Community College, and Fidelis. CDPHP and Honest Weight to sponsor Fitness in the Park again this year, provided \$3,500 in funding.

- Downtown Quality of Life & Safety – Geoff Brault and Dave Gardell are meeting with Troy Police Department to discuss concerns around Third & Congress/State Streets; mention was made of an active Reddit Page raising concerns regarding that corridor. Question raised: is there more that we can do as a central business district? Mayor Madden announced the city is working with County Mental Health to help; and additional resources have been added to that area, along with additional patrols.
- Rockin' On The River Partnership – Rockin' On The River will return for 4 shows: July 6, July 20, August 3, and August 17 at the Waterfront, in partnership with River Street Market. It will feature 2 bands per show; 6 of the 8 bands have been booked. Previously the event would cost \$11,000-\$13,000, but now the anticipated costs are \$8,000-\$10,000 across all partners. Net proceeds from sponsorships and alcohol sales will be split 50/50. Chief DeWolf has been contacted and the necessary permits have been secured.

- Events Report

Olivia Clemente

- 2022 Events Calendar
 - RiverFest will be on July 17th, a day-long celebration of arts, culture, music, and handmade goods. Olivia will have the vendor application completed soon and will distribute as soon as possible.
 - ChowderFest – now scheduled for Sunday, October 9, 2022, which is Columbus Day weekend.
 - BID Cocktail Party – this event has been moved to mid-September
 - Small Business Saturday – is November 26th; events are in the works

- Committee Reports

Geoff Brault

- Beautification Committee – next meeting is Monday, May 23 at 5:00pm; meeting time has been moved up due to the DRI meeting at 6pm. Hanging baskets will be delivered.

- New Business

- Outdoor Entertainment Series – Fifty \$200 grants will be available to anyone who pops up outdoor entertainment, bringing musical arts to public spaces. Contact Laurie at Troy Music Academy for a list of musicians and email the BID for available dates. Additionally, there will be music outside the Troy Music Hall on Fridays and Saturdays in July and August.
- Window Decorating – to be held in the summer, similar to what's done for the Victorian Stroll. More information to follow.
- Executive Committee - must be re-confirmed. Current by-laws state that an officer can only serve for 3 consecutive years. Treasurer position will need to be re-appointed unless a change to the by-laws is approved. Board discussed and voted to amend the by-laws with a two-thirds vote. Re-election of the executive committee has been moved to June; motion made first by Dave and seconded by Mayor Madden; all others approved by verbal "aye."
- Open Meeting Law – Mention was made that the open meeting law has been changed effective June 8 discouraging remote attendance except for instances of unexpected or significant issue. Governance committee to meet and discuss.

Motion to adjourn made first by Dave and seconded by Kate. All others approved verbally.