

**DOWNTOWN BUSINESS IMPROVEMENT DISTRICT**

**Board of Directors Meeting  
Rensselaer County Regional Chamber of Commerce  
90 4<sup>th</sup> Street, Troy, New York  
Thursday, August 18, 2022 – 8:30 AM**

**Present:** Matt Callahan, Jeff Mirel, Dave Gardell, Sarah Caciola, Kate Manley, Marie Gavazzi, Astri Bryce, James Kehoe, Vito Ciccarelli, Jamie Magur, Dylan Turek, Kirk Ives

**Via Zoom:** Seamus Donnelly, Kim Fredericks, Kerry Fagan, Angelo Grasso, Sam Toews, Theresa Van Duyne

**Staff:** Geoff Brault

**Absent:** Genika Blandshaw, Mayor Patrick Madden,

**MINUTES**

**Call to order: 8:35am**

- **Welcome New Board Member** **Matt Callahan**
  - Welcome to Kirk Ives, our new Board Member from RPI. Introductions to board members provided.
  
- **Secretary's Report** **Sarah Caciola**
  - Review of July minutes; motion to approve made first by Marie Gavazzi, seconded by Dave Gardell; all others approved by verbal aye, none opposed.
  
- **Treasurer's Report** **Geoff Brault/Dave Gardell**
  - July 2022 Financial Update - Matt Antolowitz has been out of the office on a sabbatical. Geoff reports that the BID's financial picture is "decent"; it has not dipped into any of its reserves.
    - Income - income for July was \$6,900 with an additional \$8,000 in sponsorships received by the foundation.
    - Expenses – staff expenses were normal; advertising expenses went up due to River Festival and Rockin on the River events; accountant's fees went up after payment of the second half of the audit review; entertainment expenses went up due to booking the bands for Rockin on the River and payment of the outdoor entertainment grants. Office supplies expense shows a negative amount; to be researched.
    - Net – net for the month of July was negative \$28,000; negative \$51,700 expected for the year; however, BID is still due \$60,000 for tax assessment. Also not included are sponsorship dollars received and held by the foundation as well as gross proceeds from the 2<sup>nd</sup> Rockin on the River event (\$9,800) and vendor's fees (\$3,700.)
    - Sponsorships – Geoff reports there has been \$44,000 received or pledged in sponsorships from Price Chopper, Stewarts, United Group, Troy Redevelopment Foundation, and others. RPI and Sage have agreed to sponsor restaurant week in September. Sage also provides printing services to the BID at no charge.

- **Executive Director’s Report**

**Geoff Brault**

- ChowderFest 2022 – ChowderFest is scheduled for Sunday, October 9, 2022, which is Columbus Day weekend. A meeting was recently held between Geoff and representatives from Ryan’s Wake, Muddaddy Flats, Slidin’ Dirty, Plumb Oyster Bar, and The Ruck to discuss a new model for the event. Comments shared included pre-sale tickets being “chaotic” and the revenue share model not being valuable for participants. It was discussed to instead charge an up-front vendor fee (i.e., \$250) for participating businesses who will then be responsible for their own sales. Requirements of participation are the sale of a 4oz cup of chowder for \$2. The attendees hope this new model will result in more local participation and the idea was sent out to the downtown restaurants. New businesses who have expressed interest in participating include La Capital Taco, 518 Donuts, and Tatu. Additionally, local establishments can bring in outside vendors to participate. Non-restaurants looking to get involved may need to purchase a one-day vendor permit from the Health Department. The goal is to have clusters of participating establishments & vendors in various areas throughout downtown, not just around monument square.
- Fundraising and Sponsorship Update – Geoff reports he is actively looking for more sustainable funding. He states that \$40,000 has been pledged for 2023 by the Troy Redevelopment Foundation and he is currently working with the LDC to increase their involvement and support. Geoff states the possibility for a sponsorship from Regeneron has fallen through.
- Restaurant Week – Restaurant week has been scheduled for September 12-18, in partnership with RPI and Sage. A press release is scheduled to go out on August 21.
- Communications and Social Media Strategy – Geoff is actively working to correct and improve BID communications through the social media channels and email blasts. Attention is being given to what the BID is communicating and how often. Geoff is working to determine how to create their own content to promote Troy as a destination with “lots to see and do.” Primary focus of these communications will always be BID events, with room to support the rest of the community.

- **Committee Reports**

- Audit Committee – The audit committee has a meeting scheduled for Tuesday, August 23 at 5pm to review the audit.
- Governance Committee – Genika Blandshaw has resigned from her position on the board due to time restraints. Governance committee will meet soon to work to fill that seat.
- Beautification Committee – will meet on Monday, August 22 at 5:30pm. Board discussion around street banners; Geoff asks the board to consider whether to remove all old street banners (with nothing to replace them) or to wait until replacements have been determined. Board confirmed the city will need to remove the banners and a suggestion was made to take down the old banners and replace with new ones at the same time to avoid additional work for the city. No final decision was made, discussion was tabled for the future.
- Quality of Life Committee – Committee has met and the notes detailing their progress was sent out to the board under separate cover. Assistant Police Chief Steve Barker attended the board meeting to present information and updates from recent Troy Leadership Council meeting.