

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT

**Board of Directors Meeting
Rensselaer County Regional Chamber of Commerce
90 4th Street, Troy, New York
Thursday, December 15, 2022 – 8:30 AM**

Present: Matt Callahan, Jeff Mirel, Dave Gardell, Sarah Caciola, Seamus Donnelly, Marie Gavazzi, Vito Ciccarelli, Sam Toews, James Kehoe, Bill Brigham, Kerry Fagan, Jamie Magur,

Via Zoom: Theresa Van Duyne, Kirk Ives, Angelo Grasso, Dylan Turek, Kim Fredericks

Staff: Olivia Clemente

Absent: Astri Bryce, Mayor Patrick Madden

MINUTES

Call to Order: 8:37am

• Secretary's Report

Sarah Caciola

- October and November minutes were reviewed. Motion to approve made first by Vito and seconded by Kerry; all others were in favor; none opposed. Motion was passed.

• Treasurer's Report

Dave Gardell

- November 2022 Financial Update – Dave reports that the BID is sitting pretty good. Pioneer Bank account has \$106,000; Barker Park account has \$708; KeyBank account has \$102,000 in reserves earning 2% interest; special projects account has \$50,000; with \$280,000 in total agency. Check from Troy Redevelopment Foundation was received. Mention made of the library investing in short-term bills with better interest rates. Marie to forward information to Dave.
- 2022 Year End Projections – Budget v. Actual report shows projected loss between \$48,000-\$50,000.
- 2023 Budget Update – Budget has been prepared in draft and will be presented to the board in January for a vote. Finance Committee will meet again on Friday, January 6, 2023, to finalize.

• Executive Director's Report

Olivia Clemente

- Small Business Saturday recap – Olivia reports positive feedback following Small Business Saturday. Holiday marketing spending on Small Business Saturday was \$500 and reached 42,000 people. The “Shop Small Shop Troy” banner used for 2022 holiday marketing can/will be used again for 2023 marketing.
- Holiday Marketing Campaign update – Olivia reports boosts made on social media accounts; Instagram ads are up 108% and Facebook ads are up 38%; ad reach in the past was low as a result of low spending. Social media accounts have increased the number of followers over the last 6 weeks. Every Thursday social media highlights restaurants & food in the city and on Tuesdays the retail shops are highlighted on social media pages. The BID has teamed up with “Around Troy” and “Two Buttons Deep” (who has 50,000 followers) for Troy Glow. Olivia met with the Arts Center to get video of the troy glow structures and arranged for podcast mentions, posts, and videos to promote the event. Additional new online marketing campaigns include

“The Weekend Roundup” “Downtown Eats” and “Shop the Block.” Olivia shared a PowerPoint presentation highlighting all of these initiatives which will be sent to the board members following the meeting.

- Upcoming Events & Projects
 - Troy Glow Pub Crawl – scheduled for Saturday, December 17th; event has been boosted on Instagram and Facebook and has resulted in 500 interested respondents. Cocktails created by each participating establishment will be featured on social media.
 - Troy Night Out – will not be held on Friday, December 30th due to the holiday. Olivia is working with Upstate of Mind to bring a Hot Chocolate Stroll to January’s Troy Night Out on Friday, January 27, 2023. Upstate of Mind may provide mugs to be used for the event.
 - Ribbon Cuttings – Butterfly Plant Studio will hold a ribbon-cutting in February and Corn Arepas! plans to have a ribbon cutting soon. Mia Casa is moving, relocating to the former Jimmy’s Lunch location.

- **President's Report**

Matt Callahan

- 2022 Rockin on the River closeout – Dalle Accountant has confirmed the numbers and is working with River Street Market to close out invoices for sound and beverage; owes \$2600 to reimburse BID for beverages from Fox & the Burn. River Street Market will receive \$1,200 which represents its portion of the split proceeds from the event. Maria Decker will forward any additional invoices and credits to Dave Gardell.
- City of Troy updates – Matt C. and Dave G. met recently with Deputy Mayor Chris Nolin to discuss goals moving forward. Holiday lights around downtown were installed by Troy Redevelopment Foundation with the understanding that the BID will handle that moving forward. Discussions held regarding opportunities and collaboration as well as tourism initiatives through AARPA funds. Olivia to have follow up conversation with Chris N. Suggestion made to consider the organization’s transition into 2023 and focus on who and what the BID is and who it serves.
- Conflict of Interest Forms – have been sent out to all board members with a request to sign and return completed forms to Matt C.

- **Committee Reports**

- Executive Committee – working on looking ahead; considering 1-, 3-, 5-, & 10-year plans and goals.
- Governance Committee – met on December 1st with an all-new committee of new board members. There is 1 open Class B seat and people have expressed interest in filling the vacancy. The minutes were sent out under separate cover. Conflict of Interest forms were distributed to the board and Board Expectations forms will go out to the board in January. The committee is working to confirm and ensure compliance with the open meeting laws.
- Beautification Committee – minutes were sent out under separate cover. Marie reports that the planters near the Ferry Street tunnel were destroyed and will need to be replaced again.
- Marketing Committee – new committee has been convened and will be chaired by James K. Its focus will be on marketing and tourism.
- Quality of Life Committee – met on Tuesday, December 13th. Recap provided by Dave G. Will meet next on Tuesday, January 24, 2023, at 5:00pm at The Ruck.

- **New Business**
 - Announcement made that 11 projects have been accepted by NYS for use of the DRI finds. The Arts Center received funding and wants to increase walkability in Troy; expressed interest in collaborating with the BID on this initiative. Troy Public Library and Hart Cluett Museum also received funding. Final report can be found on local DRI website.
- Motion to adjourn made first by Dave and seconded by Kerry. All others approved. Meeting adjourned.