

**DOWNTOWN BUSINESS IMPROVEMENT DISTRICT****Board of Directors Meeting****Rensselaer County Regional Chamber of Commerce****90 4<sup>th</sup> Street, Troy, New York****Friday, November 18, 2022 – 8:30 AM**

**Present:** Matt Callahan, Jeff Mirel, Sarah Caciola, Seamus Donnelly, Marie Gavazzi, Astri Bryce, Vito Ciccarelli, Theresa Van Duyne, Sam Toews, James Kehoe, Angelo Grasso, Bill Brigham

**Via Zoom:** Dylan Turek, Kerry Fagan, Kim Fredericks

**Staff:** Olivia Clemente

**Absent:** Dave Gardell, Mayor Patrick Madden, Jamie Magur, Kirk Ives

**MINUTES**

- **Secretary's Report** **Sarah Caciola**
  - October minutes will be sent out to the board for review later today; to be voted on at December's board meeting.
  
- **Treasurer's Report** **Matt Callahan/Olivia Clemente**
  - October 2022 Financial Update – There is a year-to-date loss of \$58,000 at the end of October: additional revenue coming in and expenses coming out.
  - 2022 Year End Projections – There is a \$30,000 projected loss at the end of 2022. Additional revenues include tax assessment revenue, foundation funds, and sponsorship funds are still expected. BID is still in a strong position with cash reserves; considers 2022 to be a transition year.
  - 2023 Budget Update – Olivia reports that anticipated sponsorship income still needs to be added to the proposed budget, then it will be ready to review. Approval at December's board meeting is expected.
  
- **Executive Director's Report** **Olivia Clemente**
  - Upcoming Events & Projects
    - Small Business Saturday & Holiday Shopping Marketing Campaign - There has been a marketing campaign push for Small Business Saturday. Shop Small Shop Troy slogan introduced for Small Business Saturday; will be used into 2023 as well. There have been ads placed on social media platforms, using local influencers for content.
    - Visit Hudson collaboration called A Tale of Two Cities encouraging visitors to both Hudson and Troy.
    - Troy Night Out - Tina Williams is helping with marketing and social media efforts. Gratitude and appreciation from board members was expressed following the social media work and its positive results; a total of 50,000 people have viewed ads so far, with certain demographics targeted. Local retailers have been sending the BID their sales and deals for promotion on Black Friday.
    - Elf On A Shelf scavenger hunt has been organized for Small Business Saturday, placing 25 elves in participating locations for shoppers to find. Cards are available on the BID website and winners will be entered to win a \$25 gift card from 25 participating stores.
    - BINGO game taking place throughout December; details are on the website.

- Ribbon Cuttings – Exterra Rocks will hold a ribbon cutting in conjunction with the BID’s Ringing of the Bells event on Thursday, December 1<sup>st</sup> at Noon.
- Troy Glow – In partnership with the Arts Center, there will be a Troy Glow Pub Crawl on Saturday December 17<sup>th</sup> allowing participants to travel to each art structure and visit a participating pub nearby.
- Victorian Stroll – CDTA Trolley will be available to bring visitors to and from parking lots at specific locations including Browns and River Street Market. It will make four stops: 5<sup>th</sup> & Congress, Browns Brewing, Slidin’ Dirty, and the State Street Parking Garage. Bill Brigham provided an update on the Stroll and announced they are seeking volunteers for the event as well as additional food trucks. He states there will be entertainment in Monument Square as well as throughout the district, and the annual tree lighting will take place at 5pm.

• **President’s Report**

**Matt Callahan**

- Broadview Grant – application winners will be announced later today
- Rockin on the River Financials – Matt is working to close out this event; there are questions remaining regarding the proceeds and the agreement in place with River Street Market; Matt and Jeff are meeting with River Street Market representatives today. Matt reports the event appears to be net-neutral which will be reflected in the current P&L statement.
- Survey Results & Strategic Plan discussion – Review of survey results and power point presentation by Matt. The survey was open for just over one month and received 15 responses from board members. Intended to garner feedback regarding the organization’s direction and to help identify priorities for the new executive director.
  - Question 1 – What should be the main priority of the BID in 2023? Results: 1. Beautification 2. District Safety 3. Business Development and Retention 4. Tourism and Destination Marketing 5. Special Events. Review of comments and suggestions received in the survey. Additional board discussion and suggestions included to consider what the BID should be doing and should not be doing. Consider helping businesses with grants; request made that anyone looking for grants should contact the city for assistance; BID to help communicate these opportunities.
  - Question 2 – The 5% tax assessment accounts for only 30% of the organization’s funding; how should the organization prioritize the remaining funds needed? Results: 1. Sponsorships 2. Strategic Collaboration and Partnerships 3. Special Events 4. Donations 5. Increased Tax Assessment 6. Reduce expenses 7. Expand the BID boundaries 8. Other.
  - Question 3 – Respondents were asked to rank each of the BID’s special events: Chowderfest – many were in favor of it; Rockin on the River – received mixed responses; RiverFest – received positive responses; Pig Out – received mixed responses; For Rent Event – responses were neutral; Outdoor Entertainment Reimbursements – received positive responses; Meet & Greet events – mostly positive responses; Troy Night Out -received favorable responses; Holiday Shopping Campaign & Décor – positive responses; Beautification and Sidewalk Cleaning – favorable response. After review, additional discussion included suggestions such as: to hold pop-up events in empty store fronts, to expand outdoor entertainment reimbursements to include indoor entertainment reimbursements during winter months, keep Troy Night Out themes; Troy Night Out provides a safe night for people to visit Troy.

• **Committee Reports**

- Beautification Committee – Update from Dylan on holiday décor from the city. Minutes from recent beautification committee meeting were sent under separate cover.
- Governance Committee – Working on scheduling an upcoming meeting to fill the vacant board seat.

○ Quality of Life Committee – update sent by Dave Gardell who reports that 71 Congress Street was recently shut down due to violations; there is an opportunity to keep businesses closed through nuisance abatement; people can contact the city to advocate for change through appeals to the mayor’s office.

- Motion to adjourn - made first by Seamus Donnelly and seconded by James Kehoe.

Meeting adjourned at 10:01am.